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Women's Opinions of Cotton and Other Fibers in Selected Items of Clothing

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Marketing Research Report No. 112

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Agricultural Marketing Service
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This report deals with one of a series of studies of consumption of farm products conducted by the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service. The project was under the direction of Trienah Meyers.

The sample was designed and the data were collected and processed by National Analysts, Inc., of Philadelphia, Pa., under contract with the Department of Agriculture.

The author was assisted by Lela Yvonne Clayton in analysis of the data.

The research reported here was conducted under authority of the Agricultural Marketing Act of 1946. The Agricultural Marketing Service assumed major responsibility for the study, with cooperation and advice from the Agricultural Research Service and the National Cotton Council of America.

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HIGHLIGHTS

Details on page:

In the spring of 1954, more than half the women interviewed in a nationwide sample survey said that they had no criticism of cotton, but all cited one or more things they liked about it. 6, 7 Leading the list were laundering qualities, named by 9 out of 10 women; durability, 4 in 10; appearance or style, and coolness, each named by about a fourth of the respondents.

Among the newer synthetics, orlon and dacron were then relatively little known, but nylon was widely known and used. Outstanding among the good points of nylon were laundering qualities, mentioned by 8 women in 10, and durability, named by a fourth. 7, 8

Among every 6 women, 4 said that they used readymade housedresses and 1 said that she made her own housedresses or had them made. Preference for cotton among wearers of readymade housedresses went up from 86 percent in a comparable study made in 1946 to 94 percent in 1954. 17

Seven out of 8 women in 1954 reported using readymade summer dresses. Leading fiber preferences were cotton (48 percent), rayon/acetate (17 percent), and nylon (9 percent). Both cotton and nylon showed gains in preference over 1946. Rayon and acetate are treated as one fiber because few women appeared to be able to distinguish between them. 19

Four out of 5 women said that they used readymade one-piece winter dresses. Wool (33 percent) and rayon/acetate (24 percent) continued to lead as preferred fibers. 21

Three women in 10 said that they used readymade between-season dresses--dresses planned for spring or fall or changeable weather. 23 Rayon/acetate was named as preferred fiber by 27 percent of wearers and cotton was second, with 17 percent.

Readymade separate summer skirts were used by 40 percent and winter skirts by 47 percent of the women. Favored material for summer skirts was cotton, preferred by 77 percent of wearers; for winter skirts, wool, preferred by 63 percent. 24

Practically all women said that they used readymade slips in summer. Between 1946 and 1954, nylon (40 percent) and cotton (35 percent) displaced rayon/acetate (22 percent) as the fiber women said they preferred for slips. 25

About 7 women in 10 said that they wore readymade blouses--short-sleeved, long-sleeved, or sleeveless. For short-sleeved blouses, where comparison with 1946 was possible, cotton and nylon gained in preference. 27

Details on page:

About 3 women in 10 said that they used sport shorts, and 89 percent of them expressed preference for cotton shorts. 29

Wearing of summer slacks was reported by 39 percent of women. More than 7 out of 10 of these women said that they preferred cotton slacks. 30

About 4 women in 10 said that they wore anklets. Cotton was ahead in fiber preference, named by 73 percent of wearers. Nylon--a new contender since 1946--was in second place, with 11 percent. 31

Spring and fall raincoats were reported worn by 4 women in 10. Plastics (30 percent) took first place from cotton (17 percent) in fiber preference. 32

More than 7 out of 10 women said that they wore aprons--readymade, homemade, or gifts. In 1954 as in 1946, about 8 out of 10 apron buyers said that they preferred cotton. 33

WOMEN'S OPINIONS OF COTTON AND OTHER FIBERS IN SELECTED ITEMS OF CLOTHING

By Esther S. Hochstim, project director,
Market Development Branch

INTRODUCTION

As part of the Department of Agriculture's effort to further the consumption and distribution of farm products, the Market Surveys Section of the Market Development Branch, Agricultural Marketing Service, conducted this nationwide sample study of women's attitudes toward cotton and other fibers, particularly as related to certain items of women's clothing. It is expected that this survey, like previous studies of consumer attitudes toward fibers used in women's, men's, and children's apparel, will provide guides for product improvement and prove generally useful to the persons and groups concerned with widening and strengthening the acceptance of materials and garments made of cotton.

Who was Interviewed

The sample used in this study was designed to be representative of all women in the United States between 18 and 65 years of age and all homemakers regardless of age. It was selected by the area probability method, set up to assure each household in the United States an equal chance of being included. Personal interviews were conducted with 2,281 women.

Time of Interviewing

Interviewing was done in May and June 1954. A preliminary report of some of the major findings of the study was published in February 1955.

Comparisons with Previous Study

The present study was planned with two purposes: To picture women's current attitudes toward fibers and to bring up to date some of the information obtained in a previous survey made by the Department of Agriculture in October and November 1946, about 7½ years earlier. That survey 1/ involved a sample of 1,782 women selected on the same basis as the 2,281 in the present sample.

Of the 15 items of clothing discussed in the present survey, 8 had been included in the previous study, and comparisons are made between the 2 surveys to show changes in the proportions of women saying they used the item and the proportions of users saying they preferred various fibers. In some cases, differences in percentages fall within the range of chance fluctuation and so cannot be presumed to reflect actual changes in attitude or behavior. A difference in percentages should be considered as a change between the two surveys only if it meets the test of statistical significance described in the Note on Sampling Error in the Appendix.

1/ Bur. Agr. Econ., Women's Preferences Among Selected Textile Products, U. S. Dept. Agr. Misc. Pub. 641, 124 pp., Dec. 1947. Out of print.

All comparisons relate, of course, only to the differences between 1946 and 1954 figures. They should not be interpreted as establishing a trend from which conclusions may be drawn about women's future opinions.

Questionnaire Items 2/

Respondents in 1954 were asked a number of general questions about fibers, but for the most part discussion centered around 15 items of women's clothing. Eight of these -- housedresses, summer dresses, winter dresses, summer slips, short-sleeved blouses, anklets, raincoats, and aprons -- had been included in the 1946 survey.

Following are the 15 items of clothing with definitions where necessary.

Housedresses.--Dresses worn especially for working around the house.

Summer dresses.--Better street dresses; not play clothes, cocktail dresses, or "best" dresses.

Winter dresses.--One-piece town or office dresses of the better type; not suits or ensembles.

Between-season dresses.--The better types of dresses bought to wear in the spring or fall when weather is changeable and neither very hot nor very cold.

Summer skirts and winter skirts.--Separate skirts, not bought or made as part of a suit or two-piece dress.

Summer slips.--This term included special summer slips if the respondent wore these, but also other slips if the respondent wore the same type of slip all year round. Half slips or petticoats were not included in the definition, though some respondents may have had these in mind.

Blouses.--Short-sleeved; sleeveless (the kind without any sleeves at all; and long-sleeved (those with sleeves from below-elbow-length to wrist-length). The three types are treated as separate items of apparel.

Sport shorts.--Shorts of different lengths, but in all cases stopping at or above the knee.

Summer slacks.--All kinds, including below-knee and regular length, blue jeans and dungarees, etc.

Raincoats.--All types of special coats designed for rainy weather -- reversible topcoats, rubber or waterproof plastic coats, etc.

Anklets and aprons.

2/ See the Appendix for the questionnaire.

GENERAL FINDINGS

Readymade Items

Use.--Both in 1954 and in 1946, large majorities of women reported using readymade slips, summer street dresses, 1-piece winter dresses, short-sleeved blouses, and housedresses.

More women appeared to be using readymade slips, raincoats, short-sleeved blouses, summer dresses, housedresses, and aprons in 1954 than in 1946, as indicated by these figures:

Item of apparel	Percent reporting use of readymade items in -- 1954	1946
Slips	97	87
Summer dresses	88	79
Winter dresses	79	78
Short-sleeved blouses	68	55
Housedresses	64	59
Winter skirts	47	
Summer skirts	40	
Summer slacks	39	
Anklets	39	39
Raincoats	39	28
Aprons	34	30
Sleeveless blouses	34	
Long-sleeved blouses	33	
Between-season dresses	30	
Sport shorts	29	

Fiber Preferences.--Cotton was the top preference among users of 9 out of the 15 garments selected for study. 3/

Majorities ranging from 73 percent to 94 percent of wearers said that they preferred cotton for housedresses, shorts, sleeveless blouses, aprons,

3/ For each readymade garment that they reported using, women were asked: "In buying a (garment), would you rather have one made of cotton, or one made of rayon or acetate, or some other material, or doesn't it make any difference?"

"Wool" was included in the question on four items -- winter dresses and skirts, between-season dresses, and anklets. "A mixture" was included in the question on most of these items and also on summer dresses and skirts, shorts, and slacks. "Plastics" were included for aprons.

Nylon and other specific fibers were in all cases volunteered as "some other material," as were plastics for rainwear. Figures for these fibers must be presumed to be minimum statements of women's preferences.

summer skirts and slacks, and anklets. About half said they preferred cotton short-sleeved blouses and summer dresses (table 1).

A preference for nylon for slips was volunteered by 40 percent of the women who wore slips in summer, making it first choice with cotton next at 35 percent. Almost 1 wearer in 5 said she preferred nylon for short-sleeved or long-sleeved blouses. Smaller proportions of wearers named it for anklets and summer dresses, and a few for each of the other items, except aprons.

Rayon/acetate [4/] got its highest ratings from women who wore between-season dresses, long-sleeved blouses, one-piece winter dresses, slips, summer dresses, short-sleeved blouses, and raincoats.

Wool received top billing for winter skirts, with 2 out of 3 wearers saying they preferred it and, less decisively, for one-piece winter dresses (33 percent).

Plastics were first for raincoats, suggested by 3 out of 10 raincoat wearers, and ranked second with apron buyers.

Cotton, nylon, and plastics appeared to have gained popularity in certain items between 1946 and 1954.

The following findings emerge from comparisons of fiber preferences for readymade garments on the 8 items studied in 1946 as well as in 1954 (table 1):

On 5 of the repeated items--summer dresses, slips, short-sleeved blouses, housedresses, and one-piece winter dresses--cotton's popularity was higher in 1954 than it had been in 1946. Cotton held its own on aprons and anklets, and lost ground on raincoats.

Nylon, which in 1946 was not mentioned at all for these 8 items or was mentioned by fewer than 1 percent of the users, was named as a preferred fiber in 1954 by substantial proportions of wearers of slips, short-sleeved blouses, anklets, and summer dresses.

Plastics made a substantial gain in raincoats, being preferred by 8 percent of the wearers in 1946, by 30 percent in 1954.

For most of the 8 items, rayon/acetate was mentioned by smaller percentages of wearers in 1954 than had mentioned rayon as a favorite fiber in 1946.

4/ During pretest of the questionnaire it became apparent that many respondents did not know the difference between rayon and acetate. Because of this and because it was not possible within the scope of the study to find out which of the women interviewed actually knew the difference, the two fibers were treated as one in the tabulations.

Wool was preferred by fewer wearers of one-piece winter dresses in 1954 than in 1946.

Fibers Purchased.--Women reported having purchased most items in a number of different fibers since 1950.

In addition to describing their use, preferences, and attitudes toward fibers in the various garments, women also commented on their recent purchases of each of the 15 items and the specific fibers they had bought.

Because many women reported having bought an item in several different fibers, the percentage of buyers (table 2) saying that they had bought an item in each fiber is usually higher than the percentage of users (table 1) saying that they preferred that fiber. With some exceptions, the order of mention tended to be the same, however -- where cotton was first in preference it was also first in purchase, etc.

From 79 percent to 99 percent of the purchasers of housedresses, summer dresses and skirts, short-sleeved or sleeveless blouses, anklets, shorts, slacks, and aprons said they had bought one or more of cotton. The smallest proportion reporting having bought an item in cotton was 15 percent, for winter skirts.

Rayon/acetate achieved its highest mention in summer, winter, and between-season dresses, in blouses with sleeves, and in slips--named by 43 to 59 percent of buyers.

Wool received its most prominent mention as the fiber in winter dresses and skirts, 48 to 76 percent of the buyers saying that they had bought garments in this fiber.

Nylon received its highest mention as the fiber bought for slips, blouses with sleeves, and summer dresses (26 percent to 61 percent).

Plastics led among materials in raincoats bought in the last few years, with 42 percent, and ranked second as an apron material, bought by 30 percent.

It should be noted that the survey findings do not indicate the relative share of the market of each fiber. No effort was made, for example, to find out how many of each garment women owned, or how many in each fiber.

Nonreadymade Items

Favorite fibers for self-made or made-to-order garments in 1954 were, in most cases, the same as for readymade.

Among the women who did not use the various items readymade, some said the reason was that they made their own or had them made.

Almost 2 out of 5 women said their aprons were homemade; 1 in 6 said this of housedresses.

Tabulated below are the proportions of all women who said they did not use the various garments readymade but did use them either homemade or made to order. The figures are understatements of the total proportions of women who used yard goods for these items because those who used the garments readymade and who also had them home sewn were not asked about home-sewn items.

Item of clothing	Percent of all women who said they made their own or had them made
Aprons	37
Housedresses	16
Summer skirts	9
Summer dresses	8
Winter dresses	6
Between-season dresses	4
Winter skirts	4
Short-sleeved blouses	4
Sleeveless blouses	4
Long-sleeved blouses	2
Sport shorts	2
Summer slacks	1

Omitted from the tabulation above are slips (which 97 percent of the women said they wore readymade), raincoats, and anklets.

Among the items about which sizable numbers of women said they made their own or had them made --

> Cotton was the preferred fiber for aprons, housedresses, and summer skirts and dresses.
>
> Wool was the preferred yard goods for winter dresses.

However, in contrast with users of readymade between-season dresses, the small group of women who talked of home-sewn between-season dresses named cotton as first choice and rayon/acetate as second.

Appraisals of Fibers

Good Points of Various Fibers.--Consumers most often praised COTTON for its washability. Durability, appearance or style, and coolness were also given much favorable mention.

> Asked to name the good points of cotton, almost 9 out of every 10 women cited its laundering qualities. About half as many mentioned wearing qualities or durability, and a fourth each mentioned appearance or style, and coolness (table 3).

NYLON, too, received its top votes (83 percent) for laundering qualities. Next on the list of nylon's good points were durability (26 percent) and appearance or style (16 percent).

> In speaking of cotton's launderability, women tended to use general terms -- "easy to wash," "launders well," etc. -- while nylon comments tended to bring out, in addition to general statements, such specifics as that it "needs little or no ironing," and that it "dries quickly." (Table 4.)

On the other hand, in naming the good points of RAYON/ACETATE, women put appearance or style first (45 percent) and laundering qualities second (37 percent), although no attribute of rayon/acetate received as high mention as laundering for cotton and nylon (table 3).

Criticisms of Various Fibers.--More than half the women found nothing to criticize about COTTON. (Tables 5, 6.)

> 54 percent said there was nothing they disliked about cotton.
> 26 percent said this about nylon.
> 4 percent said this about rayon/acetate.

A fourth of the women -- half of those who made any criticism of cotton -- said something about its laundering qualities, mainly that in their opinion cotton was not colorfast or that it shrank or stretched in laundering (table 5).

> It will be noted that some women both praised and criticized cotton's launderability -- 88 percent cited some aspect of washing as a good point and 25 percent as a bad point.
>
> Poor resistance to soil or wrinkling was the criticism of cotton made by 1 respondent in 7.

The durability and launderability of RAYON/ACETATE were each criticized by about half of all respondents.

> Among the 52 percent criticizing this material for wear, most specified that it ravels, frays, or pulls at the seams. And the 47 percent who complained of its launderability said that it is hard to iron, that it shrinks or stretches, that it needs to be dry cleaned, or that it is hard to wash (table 5).

Warmth, lack of durability, and sheerness were the main complaints made about NYLON.

> About 3 women in 10 said nylon was too warm. Almost 2 in 10 made some criticism of its wearing qualities, saying particularly that it ravels, frays, or pulls at the seams or that it discolors with use. "Too sheer" was the plaint of 1 woman in 10 (table 6).

Orlon and Dacron.--At the time of the survey, few women knew much about ORLON or DACRON.

> Somewhat more women expressed an opinion about orlon than about dacron, but with each fiber a majority said either that they had never heard of it, had had no experience with it, or didn't know its good or bad points.

Criticisms of either fiber were too sparse for conclusions, though they are shown in the tables. The small groups who mentioned good points spoke largely of laundering qualities in both fibers (tables 4, 6).

Fiber Comparisons.--In comparing cotton with rayon/acetate on a number of specific aspects, women gave cotton the edge on most features.

All women were asked to compare cotton with rayon/acetate on 7 practical features (table 7). On these --

> Majorities said that cotton: wears longer, is easier to wash and iron, looks nicer after washing, is cooler for summer wear, feels better next to the skin.
>
> Only 2 percent said that cotton is more likely to pull or fray at the seams; 93 percent said rayon/acetate is more likely to pull or fray.
>
> But 44 percent thought cotton more likely to wrinkle, compared with 30 percent who thought this about rayon/acetate.

Women who wore summer dresses and those who wore blouses were asked to compare the styling of these items in cotton with that in rayon/acetate. In all cases, cotton was given the preference (table 8).

> Wearers of summer dresses said, $3\frac{1}{2}$ to 1, that cotton summer dresses were better styled than rayon/acetate and, 2 to 1, that cotton print dresses come in better designs than rayon/acetate prints.
>
> Women who wore sleeveless blouses said, 15 to 1, that cotton sleeveless blouses were sold in better styles than rayon/acetate; and wearers of short-sleeved and long-sleeved blouses gave cotton styling in these items a better than 3 to 2 vote over that of rayon/acetate.

Wool, too, outranked rayon/acetate in the one style comparison asked: Wearers of one-piece winter dresses said, 2 to 1, that these dresses were sold in better styles in wool than in rayon/acetate.

It will be noted in the tables that, for all the desirable qualities discussed and for all the style features included in both studies, more women chose cotton over rayon/acetate in 1954 than chose it over rayon in 1946.

However, fewer women in 1954 than in 1946 said that rayon/acetate was more likely to wrinkle.

Table 1.--Women who used readymade items: Percentage distribution of fiber preferences, 1946 and 1954

Fiber	Dresses							Skirts		Slips		Blouses				Sports shorts	Summer slacks	Anklets		Raincoats		Aprons	
	House		Summer		One-piece winter		Between season	Summer	Winter			Short-sleeved		Sleeveless	Long sleeved								
	Pct.1/		Pct.1/		Pct.1/		Pct.1/	Pct.1/	Pct.1/	Pct.1/		Pct.1/		Pct.1/	Pct.1/	Pct.1/	Pct.1/	Pct.1/		Pct.1/		Pct.1/	
	1946	1954	1946	1954	1946	1954	1954	1954	1954	1946	1954	1946	1954	1954	1954	1954	1954	1946	1954	1946	1954	1946	1954
Cotton	86	94	28	48	2	5	17	77	6	8	35	23	50	82	25	89	73	71	73	29	17	80	81
Rayon or acetate	3	1	28	17	29	24	30	5	8	75	22	56	15	3	29	2	9	3	1	15	14	2/	--
Nylon	--	1	--	9	--	1	1	2/	2/	--	40	--	19	3	17	1	2/	--	11	--	2	--	--
Wool	--	2/	--	--	42	33	5	2/	63	--	--	--	1	2/	2	-	1	3	3	5	3	--	--
Mixed fibers	--	2/	7	3	22	8	15	4	14	4	2	5	1	1	1	1	5	9	8	16	6	--	--
Plastic	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	30	8	11
Other fibers and weaves	--	2/	--	5	3	6	14	7	4	6	2	3	5	2	8	2	1	--	2/	5	6	--	--
No preference	9	4	32	25	11	24	25	12	11	4	8	21	24	13	25	6	8	7	7	15	19	7	3
Not ascertained	2	2/	5	2/	6	2/	1	2/	2/	3	2	4	2/	2/	1	1	3	7	2/	7	5	5	5
Number of cases	1,052	1,470	1,412	2,006	1,387	1,812	685	906	1,078	1,547	2,208	984	1,542	776	750	665	886	687	899	502	896	532	770

1/ Percentages may add to more than 100 because some respondents expressed more than 1 preference.
2/ Less than 1 percent.

Table 2.--Women who said they had purchased certain items of readymade clothing since 1950: Percentage distribution of replies to the question, "Have you bought one of (cotton, rayon or acetate, wool, nylon, dacron, orlon, or some other fiber?" 1954

Item purchased	Fiber									Not ascertained	Cases
	Cotton	Rayon or acetate	Wool	Nylon	Dacron	Orlon	Plastics	Miscellaneous fibers	Mixtures		
	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Percent[1]	Number
Housedresses	99	9	2/	3	2/	-	-	1	2	2/	1,528
Summer dresses	83	49	1	26	1	2	-	11	3/13	2/	1,980
One-piece winter dresses	19	55	48	4	2/	3	-	9	4/24	1	1,735
Between-season dresses	40	51	9	6	2/	1	-	5/17	3/19	1	635
Summer skirts	93	15	1	2	1	1	-	7	6	1	917
Winter skirts	15	22	76	2	1	5	-	4	4/20	1	1,048
Summer slips	53	46	--	61	2/	2/	-	4	3	1	2,043
Short-sleeved blouses	79	43	2	43	2	1	-	7	3	1	1,497
Sleeveless blouses	96	13	1	11	2/	1	-	3	1	-	769
Long-sleeved blouses	46	48	6	30	1	1	-	12	4	1	713
Sport shorts	96	6	2/	2/	-	-	-	3	4	1	652
Summer slacks	86	17	3	2/	2/	2/	-	2	8	1	809
Anklets	84	4	6	13	2/	-	-	2/	6/15	2/	896
Raincoats	20	17	2	1	-	2/	42	6	9	6	780
Aprons	91	3	-	2/	2/	-	30	-	2/	2	865

1/ Percentages add to more than 100 because some respondents purchased the same article of clothing in several different fibers.
2/ Less than 1 percent.
3/ Mainly mixture of rayon and some other fibers.
4/ Mainly mixture of wool and some other fibers.
5/ About half of these were silk.
6/ Mainly mixture of cotton and nylon.

Table 3.--Percentage distribution of replies to the question: "What are the things you like about cotton (rayon, acetate) material in readymade clothing--what are its good points?" 1954

Characteristics	Fiber			
	Cotton		Rayon/acetate	
	Percent 1/		Percent 1/	
Good laundering qualities		88		37
Easy to wash	38		10	
Launders well	28		8	
Can be laundered, needs no dry cleaning	22		9	
Colorfast	20		3	
Easy to iron	19		12	
Doesn't shrink or stretch	11		4	
Stands up well under washing	5		-	
Can be starched	4		-	
Easy to take care of	3		1	
Can be bleached	1		-	
Dries quickly	-		3	
Needs no starching	-		2	
Needs no ironing	-		2	
Miscellaneous	1		-	
Good wearing qualities, durability		43		17
Wears well, durable	41		17	
Doesn't ravel, fray or pull at seams	4		1	
Good appearance and style		26		45
Pretty colors and styles	9		10	
Fresh looking	8		1	
Nice looking, neat	6		10	
Nice looking, well styled	4		4	
Nice looking, dressy	2		30	
Hangs or drapes well	-		6	
Miscellaneous	1		-	
Right weight		24		14
Cool	24		11	
Right weight, unspecified	-		2	
Warm	-		1	
Inexpensive		8		5
Feels good next to skin		5		15
Good resistance to soil, wrinkling		3		9
More versatile		3		2
More generally available		3		1
Practical, suitable		2		-
Easy to mend		1		-
Good dry cleaning qualities		-		5
Like in specific article		-		3
Good in mixture		-		2
Like the finish		-		2
Miscellaneous		4		4
Don't like anything about it		-		2
No experience with it		-		1
Don't know		-		3
Not ascertained		2/		1
Number of cases	2,281		2,281	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

2/ Less than 1 percent.

Table 4.--Percentage distribution of replies to the question: "What are the things you like about nylon (orlon, dacron) -- what are its good points?" 1954

Characteristics	Synthetic fibers					
	Nylon		Dacron		Orlon	
	Percent 1/		Percent 1/		Percent 1/	
Good laundering qualities		83		9		23
Needs little or no ironing	56		5		7	
Easy to wash	36		2		7	
Dries quickly	32		2		4	
Launders well	5		-		3	
Doesn't shrink or stretch	4		1		6	
Can be laundered	4		1		6	
Easy to take care of	3		-		-	
Easy to iron	2		-		-	
Colorfast	1		-		-	
Miscellaneous	3		2		3	
Good wearing qualities, durability		26		2		6
Good appearance and style		16		1		4
Nice looking, neat	8		-		1	
Nice looking, dressy	4		-		1	
Pretty colors and designs	1		-		-	
Fresh looking	1		-		-	
Cool looking	1		-		-	
Miscellaneous	1		-		1	
Right weight		8		2		2
Cool	6		2		1	
Right weight, unspecified	2		-		-	
Warm	-		-		1	
Good resistance to soil, wrinkling		6		4		8
Like in specific article		5		-		3
Feels good next to skin		3		-		5
Practical, suitable		2		-		-
Good in a mixture		-		-		1
Miscellaneous		5		3		2
Don't like anything about it		2		-		--
No experience with it		3		23		18
Never heard of it		1		31		23
Don't know		2		31		26
Number of cases	2,281		2,281		2,281	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 5.--Percentage distribution of replies to the question: "What are the things you don't like about cotton (rayon, acetate) material in readymade clothing--what are its bad points?" 1954

Characteristics	Fiber			
	Cotton		Rayon/acetate	
	Percent 1/		Percent 1/	
Poor laundering qualities		25		47
Not colorfast	15		4	
Shrinks and/or stretches	9		14	
Hard to iron	3		25	
Requires ironing	3		-	
Needs starching	2		-	
Can't be laundered--needs dry cleaning	-		10	
Hard to wash	-		8	
Doesn't launder well	-		3	
Doesn't stand up well under washing	-		2	
Miscellaneous	3		-	
Poor resistance to soil, wrinkling		14		11
Cheaper ones are inferior		8		2
Poor wearing qualities		5		52
Doesn't wear well, not durable	3		10	
Ravels, frays, pulls at seams	-		43	
Changes in surface appearance	-		2	
Material breaks, splits	-		2	
Discolors with use	-		1	
Miscellaneous	2		-	
Poor appearance and style		3		7
Not nice looking, not dressy	2		2	
Doesn't hang well	-		2	
Too shiny	-		2	
Miscellaneous	1		2	
Expensive		2		-
Not right weight		1		5
Dislike specific weaves		1		-
Clings or rides up		-		3
Doesn't feel good next to skin		-		3
Hard to sew		-		2
Doesn't dry clean well		-		2
Dislike odor		-		1
Miscellaneous		3		4
Don't dislike anything about it		54		4
No experience with it		--		1
Don't know		3		3
Not ascertained		1		1
Number of cases	2,281		2,281	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 6.--Percentage distribution of replies to the question: "What are the things you don't like about nylon (orlon, dacron) -- what are its bad points?" 1954

Characteristics	Synthetic fibers					
	Nylon		Dacron		Orlon	
	Percent 1/		Percent 1/		Percent 1/	
Too warm		33		1		2
Poor wearing qualities, not durable		18		-		2
Ravels, frays, pulls at seams	9		-		1	
Discolors with use (turns gray or yellow)	8		-		2/	
Fibers break, snag, etc.	2		-		2/	
Miscellaneous	2		-		1	
Too sheer		10		-		-
It clings		8		-		-
Poor laundering qualities		6		-		3
Hard to iron	2		-		-	
Hard to wash	2		-		-	
Shrinks and/or stretches	1		-		2	
Miscellaneous	2		-		2	
Expensive		4		2		3
Doesn't feel good next to skin		4		-		-
Poor appearance and style		2		-		-
Not good for specific article		2		-		-
Hard to sew or mend		2		-		-
Poor resistance qualities		-		-		1
Miscellaneous		3		3		3
Don't dislike anything about it		26		6		15
No experience with it		3		23		18
Never heard of it		1		31		23
Don't know		5		35		31
Not ascertained		1		2/		1
Number of cases	2,281		2,281		2,281	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

2/ Less than 1 percent.

Table 7.--Comparisons between cotton and rayon/acetate for certain selected qualities in women's clothing 1946 and 1954

Replies	Desirable qualities										Undesirable qualities			
	Wears longer		Easier to wash and iron		Looks nicer after washing		Cooler for summer wear		Feels better next to skin		More likely to wrinkle		More likely to pull or fray at seams	
	Percent		Percent		Percent		Percent		Percent		Percent		Percent	
	1946	1954	1946	1954	1946	1954	1946	1954	1946	1954	1946	1954	1946	1954
Cotton	73	80	57	74	45	72	44	73	24	51	40	44	2	2
Rayon/acetate	7	6	21	13	18	9	35	15	53	28	35	30	89	93
No difference	11	13	13	12	28	18	13	11	13	20	16	25	2	4
Not ascertained	9	1	9	1	9	1	8	1	10	1	9	1	7	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of cases	1,782	2,281	1,782	2,281	1,782	2,281	1,782	2,281	1,782	2,281	1,782	2,281	1,782	2,281

Table 8.--Women who used specific readymade items in 1946 and 1954: Percentage distribution of replies to the question, "Which do you think are sold in better styles--(garments) of cotton or ones made of rayon or acetate?"

Replies	Among women who used readymade --									
	Dresses						Blouses			
	Summer 1/				Winter 3/		Short-sleeved 1/		Sleeveless 1/	Long-sleeved 1/
	Styling		Designs in prints 2/							
	Percent		Percent		Percent		Percent		Percent	Percent
	1946	1954	1946	1954	1946	1954	1946	1954	1954	1954
Cotton ------	36	51	30	44	--	--	9	34	61	34
Rayon or acetate ----	40	15	47	21	24	22	68	19	4	20
Woolen ------	--	--	--	--	50	40	--	--	--	--
No difference-----	12	20	12	18	10	22	13	24	17	25
Don't know --	9	14	8	17	9	16	6	10	12	17
Not ascertained -----	3	4/	3	4/	7	4/	4	13	6	4
Total --	100	100	100	100	100	100	100	100	100	100
Number of cases ----	1,412	2,006	1,412	2,006	1,387	1,812	995	1,542	776	750

1/ For summer street dresses and for blouses, women were asked to compare those made of cotton with those made of rayon or acetate.

2/ The question on summer prints was: "Comparing rayon or acetate print dresses with cotton print dresses, which do you think have the better designs in the prints?"

3/ For winter street wear, women were asked to compare wool with rayon or acetate.

4/ Less than 1 percent.

DETAILED FINDINGS

This section presents an item-by-item discussion of the findings. In general, the findings for each item cover the following subjects:

Proportion of women saying they used the item readymade.

Characteristics women looked for in shopping for the item.

Fiber preferences for the readymade item.

Reasons for these fiber preferences.

Attitudes of nonusers of the readymade item.

Fiber preferences in yard goods.

Comparisons with the 1946 study (where applicable).

For some garments, additional questions were asked and these, too, are reported herein.

Differences among "population groups" refer to women of various ages, of different income or educational levels, or of urban-vs-rural residence. Table references are to tables in the appendix.

Housedresses

Use of readymade housedresses.--In 1954, readymade housedresses were used by about two-thirds of the women. These dresses tended to be used more by older than by younger women, more by lower educated than by higher educated women and more by lower and middle income women than by those in the upper income bracket. Lowest usage (45 percent) was reported by women between 18 and 24 years; highest (73 percent) by women whose formal education stopped with grade school (table 9).

Characteristics considered important in housedresses.--Women who used readymade housedresses said they look first for appearance and style, but almost as much for laundering qualities. Important proportions of users also cited comfort in cut and fit, specific fibers and materials, and durability; and smaller groups spoke of good workmanship, or of price (table 10).

Opinions on fibers in housedresses.--Cotton was by far the preferred material: 94 percent of all women who used readymade housedresses said they would rather have one made of cotton (table 11) and 9 out of 10 of these women said they preferred cotton because of its good laundering qualities. Major additional reasons for preferring cotton were that it wears well, that it is cooler, and that it has good appearance or style (table 12). Reasons for preferring other fibers are not detailed because too few women chose another material.

Almost half, however, of the women who used readymade housedresses said there was something about readymade cotton housedresses that they did not like. Many of the factors disliked appeared to refer not to the material, but to some other aspect of the dress: Major faults cited were poor workmanship, poor appearance or style, and uncomfortable cut. A few spoke of poor laundering qualities, said that cheaper cotton housedresses were inferior, or indicated that cotton housedresses didn't wear well (table 13).

About a fourth of the women who used readymade housedresses said that they had had one made of rayon/acetate. Among this group of women, more mentioned things that they disliked than that they liked about these dresses, with some mentioning both likes and dislikes. The number who said that their rayon/acetate housedresses laundered poorly was twice as large as the number who said that they laundered well; similarly, more women said the dresses wore poorly than said they wore well. On the other hand, more women said these dresses had nice appearance and style than said they did not; and more said their rayon/acetate housedresses were a good weight than said they were not the proper weight (tables 14, 15).

Only 6 percent of the users of readymade housedresses said they had had one made of a material other than cotton or rayon/acetate. Half of this small group said the dress was nylon, about a fifth said linen, and the remainder gave scattered answers.

Nonusers of readymade housedresses.--Among the women (1 in 3) who did not use readymade housedresses, almost half (or 16 percent of all women) said they made their own or had them made, because they could be made cheaper, to fit better, etc. (table 16).

Women who bought yard goods for housedresses had about the same opinions about fibers as those who bought these dresses readymade -- overwhelmingly they preferred cotton, and for much the same reasons (tables 11, 12).

Comparisons with the 1946 study.--More women in the 1954 study said they used readymade housedresses than said this in 1946, and more of them preferred these dresses made of cotton. Also, more housedress wearers said there was nothing about readymade cotton housedresses that they disliked:

	1954	1946
Percent of all women who said they used readymade housedresses	64	59
Percent of users of readymade housedresses who said they preferred cotton housedresses	94	86
Percent who said they preferred rayon/acetate	1	3
Percent of users of readymade housedresses who said there was nothing about readymade cotton housedresses that they disliked	54	39

Fewer women in 1954 than in 1946 said that they had ever had a readymade rayon/acetate housedress -- 27 percent in 1954, 46 percent in 1946 (table 14). Two factors may explain this apparent inconsistency:

> First, ownership of rayon/acetate housedresses may have been long enough in the past for some women either to forget that they had had them or think a "yes" answer no longer pertinent. (Some corroboration of this speculation may be found in the fact that only 9 percent of women who bought a housedress since 1950 said they bought one of rayon/acetate).
>
> Second, more older than younger women said that they had had a rayon/acetate housedress. It is possible, therefore, that the lower 1954 figure for experience with rayon/acetate housedresses may in part reflect the habits of a population that was almost 8 years younger in 1946.

Summer Dresses

Use of readymade summer dresses.--Seven out of 8 women said that they used readymade summer street dresses. Differences by age, income, education, and city-size were small; in no group did fewer than 83 percent or more than 91 percent report using such dresses (table 17).

Characteristics considered important in summer dresses.--Appearance or style was by far the leading characteristic purchasers said they looked for in summer dresses. Three-fourths said they sought such things as specific styles, good colors, tailored, dressy, a becoming, or simply nice-looking dresses. Laundering qualities were named by about half as many; and other factors mentioned by sizable proportions included specific fibers or material, right weight, comfort (table 18).

Opinions on fibers in summer dresses.--About 5 in 10 of the women who used readymade summer dresses said that they preferred cotton, and about 2 in 10 said rayon/acetate. Nylon was named as the preferred material by about 1 in 10 wearers of readymade summer dresses (table 19).

Cotton was by far the first-choice fiber among all population groups, except that among women 55 years or over about as many said they preferred rayon/acetate as said they preferred cotton. Highest preference for cotton summer dresses was expressed by younger, better educated, upper income, and urban women. Rayon/acetate, on the other hand, stood best with older women, lower income women, and women who had not gone beyond grade school. Nylon fluctuated in a narrow range, from 6 to 12 percent of the women in the various population groups saying that they preferred nylon for readymade summer dresses.

Among users of summer dresses who preferred cotton, the outstanding reason (given by about 8 in 10) was its laundering qualities. Almost half liked the coolness of cotton, a third liked it for its appearance and style, and a fourth for durability (table 20).

On the other hand, the smaller group of women who preferred rayon/acetate for readymade summer dresses spoke first of appearance or style, about 6 in 10 citing this factor, next of laundering qualities (46 percent), and then coolness (34 percent).

The pattern of reasons given by women who preferred nylon for readymade summer dresses was very like that of the cotton advocates -- laundering qualities first by a wide margin, followed by coolness, appearance or style, and durability.

Nonusers of readymade summer dresses.--The women (12 percent) who did not use summer dresses readymade were asked: "How does it happen you don't use this type of dress?" About 7 in 10 of these women (8 percent of all women) said they made their own or had them made, because they could be made more cheaply, to fit better, etc. (table 21).

As with buyers of readymade, about half of the women who used yard goods for summer dresses said they preferred cotton. Rayon/acetate was the preferred material of 1 yard-goods shopper in 10 (table 19).

The reasons for preferring cotton yard goods were largely the same as those for preferring cotton in readymade summer dresses -- mainly launderability, coolness, durability, and appearance or style (table 20). (Reasons for preferring other materials in making summer dresses are not tabulated because of the small numbers of cases.)

Comparisons with the 1946 study.--In 1954, readymade summer dresses were being worn by more women than in 1946, and more wearers said cotton was the fiber they preferred for these dresses. Rayon/acetate was named by fewer women than named rayon before, and nylon -- previously not a factor -- was named by 1 woman in 10.

	1954	1946
Percent of all women who said they used readymade summer dresses	88	79
Percent of those who used readymade dresses who preferred cotton	48	28
Percent who preferred rayon/acetate	17	28
Percent who preferred nylon	9	--

In 1954 wearers of readymade summer dresses gave cotton styling and cotton print designs in those dresses a wide margin of preference over rayon/acetate. This is a reversal of the picture in 1946, when pluralities said that rayon summer street dresses were sold in better styles and that rayon prints had better designs than cotton.

	1954	1946
Percent of users of readymade summer street dresses who said cotton dresses were sold in better styles	51	36
Percent who said rayon/acetate styles were better --	15	40
Percent who took no stand ----------	34	24
Percent who said cotton summer dresses had better designs in the prints ----------	44	30
Percent who said rayon/acetate prints had better designs ----------	21	47
Percent who took no stand ----------	35	23

Winter Dresses

Use of readymade winter dresses.--Four out of five women said they used readymade one-piece winter dresses. There was no pattern of variation among the different age groups, but these dresses appeared to be worn (table 22):

Slightly more by higher educated than by lower educated women
Slightly more by upper income than by lower income women
Slightly more by big-city than by rural residents

Characteristics considered important in winter dresses.--Style far outranked all other considerations in the qualities women said they looked for when buying winter dresses. Other features named by 10 percent or more were specific fibers or weaves, comfortable cut or fit, proper weight, durability, good workmanship, versatility, dry cleaning qualities, price, and resistance to soil and wrinkling (table 23).

Opinions on fibers in winter dresses.--Wool was the favored material of a third of the users of readymade winter dresses, followed by rayon/acetate and various mixtures. A fourth said they had no preference in fibers, and small proportions said they preferred cotton, silk, or various synthetic and natural fibers. Wool received its top votes from the groups that said they wore these dresses more -- higher educated, upper income, and urban women. Rayon/acetate got higher votes from lower educated and older women than from the better educated and younger women (table 24).

The outstanding reason for preferring wool in this item of clothing was its weight and warmth, while appearance or style ranked first with the rayon/acetate advocates. Other high ranking factors included dry cleaning, durability, preference for certain weaves, feel of the material, and launderability (table 25).

Nonusers of readymade winter dresses.--Among the 21 percent of women who did not use readymade winter dresses, almost half said this was because they preferred other types of apparel -- mainly suits, skirts, blouses, and sweaters. Three in 10 (or 6 percent of all women) said they made their own winter dresses or had them made. Like the wearers of readymade winter dresses, these few yard-goods shoppers gave first choices to wool and rayon/acetate (table 24).

Comparisons with the 1946 study.--The proportion of women using readymade one-piece winter dresses in the 1954 study (79 percent) was very close to that in the previous study (78 percent). But twice the proportion of wearers in 1954 (24 percent) as in 1946 (11 percent) said they had no fiber preference. Preference for wool and for rayon/acetate appeared to have declined slightly between the two studies and that for cotton to have gone up slightly.

Here are the preferences expressed for the leading individual fibers:

	1954	1946
Percent of wearers of readymade winter dresses who said they preferred wool	33	42
Percent who said rayon/acetate	24	29
Percent who said cotton	5	2

Cool-weather cottons.--Among the women who used readymade winter dresses, about 3 in 10 (or 25 percent of all women) said they had bought dark cotton dresses for fall, spring, or winter wear in the past year or so.

There was little difference by age groups in the proportions reporting having bought these dark cottons, except that fewer women 55 or over said they had bought them. Higher proportions of better educated and upper income women said they had bought such dresses than of lower educated or lower income women (table 27).

In answer to the question, "How did you happen to buy this kind of dress?" women said they had bought dark cottons largely (table 28) because of good appearance and style, versatility, good laundering qualities, resistance to soil or wrinkling, inexpensiveness, right weight, practicality, and durability.

Almost all -- 93 percent -- of the buyers of dark cotton dresses said there were one or more things that they liked about these dresses; only 1 in 8 had anything unpleasant to say about them (table 29).

The dresses were liked mainly because --

They had good appearance or style (1 percent said poor style)	38 percent
They had good laundering qualities (9 percent said poor laundering qualities)	32 percent
They wore well, were durable	21 percent
They resisted soil and wrinkling (4 percent said they soiled and wrinkled easily)	19 percent
They were versatile -- could be worn in different seasons, on different occasions	18 percent

Between-season Dresses

Use of readymade between-season dresses.--Three women in 10 reported using readymade dresses for between-season or changeable-weather wear. There was no pattern of variation among women of different ages or between urban and rural dwellers, but more better educated than lower educated and more higher income than lower income women reported use of such dresses (table 30).

Characteristics considered important in between-season dresses.--As with most other items of clothing, appearance or style was the leading quality women said they looked for when shopping for a between-season dress. About a third said they looked for specific fibers and materials, and a similar proportion looked for the right-weight dress. Versatility was another highly desired quality in this type of dress, with 1 woman in 5 saying she looked for dresses that could be worn in different seasons or on different occasions, or that would be in style for more than a year (table 31).

Opinions on fibers in between-season dresses.--Rayon/acetate (27 percent) was the first and cotton (17 percent) the second individual fiber preference among the women who said they used readymade between-season dresses. Mixed fibers were mentioned also by 17 percent, and smaller proportions said they preferred silk (6 percent), wool (5 percent), linen (4 percent), synthetics (3 percent). A fourth of the users said they had no preference among fibers for these dresses (table 32).

Women who had not gone to college and urban women expressed higher preference for rayon/acetate than did college and rural women, and cotton ranked higher with rural women than with women in large metropolitan centers.

With women who preferred rayon/acetate, major reasons were right weight, good appearance or style, and launderability, in that order, while women who preferred cotton put launderability ahead of the other two reasons (table 33).

Nonusers of readymade between-season dresses.--By and large, the women who did not use readymade between-season dresses gave such reasons as that it was not practical to have special seasonal apparel, that they wore what they had on hand, that they preferred other types of apparel, that such dresses were expensive, or that they had no need for them. A few said they made their own or had them made; and among this small group of women, cotton was the first choice and rayon/acetate the second choice. Very small proportions said their preference in yard goods was wool, a mixture, silk, nylon, or linen (table 34).

Skirts

Use of readymade skirts.--Separate summer skirts were used by 40 percent, winter skirts by 47 percent of the women. In all, 55 percent reported that they used separate skirts -- summer, winter, or both. Use of readymade separate skirts varied widely by population groups, with age a particularly strong factor -- many more younger than older women reported that they used such skirts. For summer skirts, 73 percent of women between 18 and 24 reported use, and the range ran down through the age groups to 11 percent of women 55 and over. With winter skirts, the difference was even wider -- 81 percent of the young women but 12 percent of the older women said they used readymade winter skirts (tables 35, 40).

For both types of skirts, use was:

Higher among women with high school and college educations than among women who had gone only to grade school

Higher among women with middle and higher incomes than among those with lower incomes

Higher among urban women than among women living in small towns and on farms

Characteristics considered important in skirts.--Somewhat similar proportions of women shopping for summer skirts and for winter skirts said they looked for appearance or style, specific fibers or materials, comfort in cut and fit, right weight, good workmanship, durability, and resistance to soil and wrinkles. In summer skirts, however, 37 percent of users said they looked for laundering qualities; in winter skirts, 12 percent said they looked for dry cleaning qualities and 4 percent for laundering qualities (tables 36, 41).

Opinions on fibers in skirts.--For summer skirts, cotton was vastly the preferred fiber -- 77 percent of the women who used summer skirts said they preferred cotton. Cotton outranked its nearest competitors by about 15 to 1 -- 5 percent said they preferred linen, 5 percent rayon/acetate for summer skirts. Preference for cotton appeared to be highest among women under 35, among women who had gone beyond grade school, among upper income women, and among urban women (table 37).

Among advocates of cotton for readymade summer skirts, 87 percent cited its laundering qualities as a reason for preference. Other reasons given by substantial proportions included its good appearance and style, its weight, and its durability (table 38). (The reasons given for preferring other fibers are not analyzed because of the small numbers of women involved.)

For winter skirts, wool was the outstanding fiber preference: 63 percent of the buyers of readymade winter skirts said they preferred wool, 14 percent preferred a mixed fiber, 8 percent rayon/acetate, 6 percent cotton. There was little pattern of fiber preference among women of the different age groups (table 42).

Wool ranked higher with better educated than with lower educated women and higher with urban than with rural women. Cotton appeared to be favored for winter skirts more by lower educated and lower income women than by others.

"Wool is the right weight for winter skirts," said 7 in 10 of the women who chose it. Other reasons given by a fourth or more were its dry cleaning qualities, its resistance to soil and wrinkling, its durability, and its appearance and style. Leading reason among the small group preferring rayon/acetate was liking for it in gabardine weave; other high-ranking reasons were appearance or style, weight, and dry cleaning qualities (table 43).

Nonusers of readymade skirts.--The major reasons given for not using readymade skirts were their unsuitability because of the women's age or figure and preference for other types of apparel. One in 6 of the women who didn't use readymade summer skirts said they made their own or had them made; 1 in 12 of the nonbuyers of winter skirts said this (tables 39, 44). These yard-goods users had about the same ideas on materials as buyers of readymade skirts (tables 37, 38, 42).

Slips

Use of readymade slips.--The use of readymade slips in summer appeared to be practically universal: 97 percent of all women said that they either bought summer slips or used year-round readymade slips. The smallest figure reported for any population group was 91 percent (table 45).

Characteristics considered important in slips.--Appearance or style was among the three most important considerations in slip shopping (45 percent of the slip wearers said they had this in mind), but did not lead the list. Fifty-five percent of slip buyers said they looked for proper size, cut or fit, and 49 percent named specific fibers and weaves. Nylon and cotton were the materials most often mentioned spontaneously (table 46).

Other considerations in slip shopping named by sizable proportions of women were: laundering qualities, workmanship, wearing qualities, sheerness, and weight of material.

Opinions on fibers in slips.--The most popular material for slips worn in the summer was nylon, closely followed by cotton: 40 percent of the wearers said they preferred nylon, 35 percent said cotton, 22 percent rayon/acetate (table 47).

Nylon got its highest votes from college-educated, upper-income and urban women. Cotton was given first preference by women of grade-school education, those in the lowest income group, and rural residents. Rayon/acetate found its biggest public among older women and women of lower education and income.

Nylon commended itself to women as a slip fabric particularly on the basis of its good laundering qualities. Outstanding by comparison with other fibers were the reasons that it needs no ironing and that it dries quickly. Some proponents did say that cotton needs no ironing (17 percent) or that rayon/acetate needs no ironing (7 percent), but these were very few compared with the 70 percent who made this statement for nylon. Practically none of the women spoke of quick-drying qualities in connection with any material but nylon (table 48).

An advantage cited for cotton much more than for the other two leading materials was that it is the right weight for summer wear -- 55 percent of the women who preferred cotton gave this as the reason, compared with 22 percent for rayon/acetate and 8 percent for nylon. "Shadowproof" was a virtue ascribed to cotton (11 percent) and to rayon/acetate (8 percent), but not to nylon.

Comparisons with the 1946 study.--Between the two studies, rayon lost a great deal of ground to nylon and cotton as the material women said they preferred for slips worn in summer. Although rayon was by far the leading fabric named in 1946, rayon/acetate was third in 1954.

	1954 5/	1946
Percent of users who said they preferred nylon for readymade summer slips	40	--
Percent who said they preferred cotton	35	8
Percent who said rayon/acetate	22	75
Percent who said silk	2	--
Percent who said mixtures	2	4
Percent who named miscellaneous fibers	1	6
Percent who had no preference	8	4
Percent who gave no answer	2	3

5/ Percentages for 1954 add to more than 100 because some women gave more than 1 preference.

Blouses

Use of readymade blouses.--Among women who used readymade blouses, the use of short-sleeved blouses was almost universal. About twice as many women said that they used readymade short-sleeved blouses as reported use of sleeveless or long-sleeved blouses.

Among all women:

68 percent said they used readymade short-sleeved blouses
34 percent said that they used sleeveless blouses
33 percent said that they used long-sleeved blouses

72 percent in all reported using one or more types of blouses

More women reported using blouses than reported using separate skirts. Presumably the difference is in blouses worn with suits, slacks, or shorts by women who wore these items of apparel but did not use separate skirts. However, the differences among population groups in the reported use of blouses were very similar to those for skirts: Use was reported more by younger than by older women, more by better educated than by less educated women and more by upper income than by lower income women (tables 49, 54, 59).

Characteristics considered important in blouses.--The characteristic looked for by most women as they shopped for blouses -- regardless of sleeve length -- was appearance or style. Following at a substantial distance were characteristics such as size, cut, or fit; laundering qualities; specific fibers and weaves; workmanship; wearing qualities, practicality, etc. (tables 50, 55, 60).

Opinions on fibers in blouses.--For readymade sleeveless and short-sleeved blouses, cotton was the preferred fiber by a wide margin. For sleeveless blouses it had little competition (preferred by 82 percent), and for short-sleeved blouses it led its nearest competitor by $2\frac{1}{2}$ to 1 (cotton 50 percent, nylon 19 percent, rayon/acetate 15 percent). The fiber preferences of women who used readymade long-sleeved blouses were less clear-cut, with rayon/acetate (29 percent) and cotton (25 percent) very close together (tables 51, 56, 61).

For all three types of blouses preference for cotton was highest among younger women, lowest among older women.

Good laundering qualities again appeared at the head of the list of reasons women gave for preferring COTTON, whether they were talking of sleeveless, short-sleeved, or long-sleeved blouses. Other reasons given by substantial proportions included right weight (especially for sleeveless blouses where cotton was the dominant fiber), appearance or style, and durability (tables 52, 57, 62).

> The reasons for preferring NYLON were very similar to those for preferring cotton, except that nylon preference appeared to be based more on style appeal than was that for cotton. RAYON/ACETATE made its strongest appeal to its adherents on the basis of appearance or style, with laundering qualities second.

Fibers and the weather.--An attempt was made to find out if women associated one blouse fiber more than another with cool weather or with warm weather, or with year-round wear. Women who wore each type of blouse and expressed a preference for a fiber in that type of blouse were asked: "You have just said you preferred (fabric) for (type of blouse). Is this preference for warm weather, cool weather, or year-round wear?"

No clear-cut pattern is discernible from the replies -- partly because some women appeared to answer the question in terms of fibers and others in terms of the type of blouse. For example, about half the women who preferred cotton for sleeveless blouses said this preference was for year-round wear and about half said it was for warm-weather wear. However, when women in the latter group were asked what material they would prefer for cool-weather wear, two-thirds said they did not wear this type of blouse in cool weather (table 58).

For long-sleeved blouses, cotton advocates were strongest (74 percent) in declaring their preferred fiber a year-round material. Half (53 percent) of the women who said they preferred rayon/acetate for long-sleeved blouses said they were thinking of it for cool-weather wear; the comparable figure for nylon was 39 percent and for cotton 20 percent. Very few women suggested they were thinking of any of these materials for warm weather -- probably because they were not thinking of long-sleeved blouses as a warm-weather item (table 63).

For short-sleeved blouses, most women said they were thinking of year-round wear, regardless of whether they were talking about cotton, nylon, or rayon/acetate (table 53).

Nonusers of readymade blouses.--In the case of all 3 types of blouses, the leading reasons given by women who did not buy them readymade were that they preferred other types of apparel or that these blouses were not becoming. A few women said they made their own blouses or had them made (table 64).

Comparisons with the 1946 study.--More women (68 percent) reported wearing readymade short-sleeved blouses in 1954 than in 1946 (55 percent). In this larger market the preference for cotton increased and nylon came into the picture with an important proportion, while preference for rayon went down (table 51):

> In 1954, 50 percent of the women who used readymade short-sleeved blouses said they preferred cotton, compared with 23 percent in 1946.

Nylon, which either was not mentioned or was preferred by so few women in 1946 that it was not given a separate category, was preferred by 19 percent of the wearers of short-sleeved blouses in 1954.

Preference for rayon was expressed by 56 percent of users of short-sleeved blouses in 1946; in 1954 only 15 percent said they preferred rayon/acetate.

Sport Shorts

Use of readymade sport shorts.--Three women in 10 (29 percent) reported that they used readymade sport shorts -- those that stop at or above the knee. Usage by population groups varied markedly, particularly by age:

65 percent of women 24 years and under said they used such shorts
50 percent of women 25 to 34 years said they used them
30 percent of women 35 to 44 years said they used them
10 percent of women 45 to 54 years said they used them
3 percent of women 55 years and older said they used them

Wearing of sport shorts was also reported by more women with college and high school education than lower educated women, by more upper than lower income women, and by more urban than rural residents (table 65).

Characteristics considered important in sport shorts.--Appearance or style and size, cut, or fit led the list of factors women said they looked for in shopping for shorts, followed by specific fibers and weaves and good laundering qualities (table 66).

Opinions on fibers in sport shorts.--In fiber preferences in shorts, cotton had the field pretty much to itself: 89 percent of the wearers said they preferred cotton, 2 percent said rayon/acetate, 2 percent linen, 1 percent nylon, 1 percent mixtures. There was little pattern of variation among population groups (table 67).

For shorts as for most other items in the study, the leading reason for preferring cotton was its good laundering qualities, named by 83 percent of those who said they preferred this fiber. Other high-ranking reasons included durability, right weight, preference for specific weaves, and appearance or style (table 68).

Three-fifths of the women who used readymade shorts said there was nothing about cotton readymade shorts that they disliked, and among those who did offer a criticism most spoke of features other than the material. A few did mention factors related to cotton (table 69):

59 percent said there was nothing about readymade cotton shorts that they disliked

26 percent said the shorts were not comfortable size, cut or fit

10 percent criticized appearance or style

5 percent said workmanship was poor

4 percent said cotton shorts didn't launder well

2 percent said they were not the right weight

2 percent said they didn't wear well

2 percent said they were not wrinkle resistant

Nonusers of readymade shorts.--The main reason that nonwearers gave was that shorts were unbecoming or unsuitable to them. A very small proportion--only 3 percent of the women who did not wear readymade shorts--said that they made their own shorts or had them made (table 70).

Summer Slacks

Use of readymade summer slacks.--Wearing of summer slacks of all types--below-knee to full-length, blue jeans, and dungarees--was reported by 39 percent of women, a higher proportion than said they wore sport shorts. The patterns of differences by age, education, and income groups were about the same for slacks as for shorts, with reported usage progressively lower with increasing age, higher with income and education. For slacks, however, there was no appreciable difference by city size -- about 4 in 10 women said they used summer slacks regardless of urban or rural residence (table 71).

Characteristics considered important in summer slacks.--Again, appearance or style was an easy first among the factors women listed as most important, followed by size, cut or fit, good laundering qualities, and specific fibers and weaves. Other characteristics named by more than 1 in 10 slacks-wearers were durability, workmanship, and proper weight (table 72).

Opinions on fibers in summer slacks.--For summer slacks, 74 percent of wearers said that they preferred cotton. Other materials included rayon/acetate, preferred by 9 percent; mixtures, preferred by 5 percent; wool, preferred by 1 percent (table 73).

Two characteristics of cotton dominated the thinking of women who preferred it for summer slacks: launderability, named by 73 percent, and durability, named by 40 percent. On the other hand, the smaller group of slacks-wearers who preferred rayon/acetate had a cluster of reasons, given by from a third to two-fifths: appearance and style, wrinkle resistance, weight, preference for specific weaves -- particularly gabardine -- and good laundering qualities (table 74).

Most of the women who said they used summer slacks said there was nothing about readymade cotton slacks that they disliked. Only a few made criticisms that could be considered to be specifically directed at the material: poor laundering qualities, wrinkling, weight, etc. (table 75).

Nonusers of readymade summer slacks.--Seven out of 10 nonwearers of readymade summer slacks said slacks were unbecoming to them. Others said slacks were too warm, that they preferred other types of apparel, that they had no need for slacks, did not wear them, found them uncomfortable, thought them expensive, or made their own (table 76).

Anklets

Use of anklets.--About 2 women in 5 (39 percent) said they wore anklets. Usage was highest among young women, women who had gone beyond grade school, middle and upper income women, and rural residents. Of all these factors, age showed the largest differences, usage going down sharply from 70 percent of the women under 25 to 15 percent of the women 55 or older (table 77).

Characteristics considered important in anklets.--Women who wore anklets put appearance or style factors first among the things they looked for when buying this item. Other characteristics named by sizable proportions were comfort, specific fibers, good laundering qualities, good wearing qualities, and proper weight (table 78).

Opinions on fibers in anklets.--Cotton was the outstanding fiber preference in anklets, almost 7 to 1 over its closest competitor, nylon: 73 percent of anklet wearers said they preferred cotton, 11 percent nylon, 8 percent mixtures, 3 percent wool. There was no strong pattern of difference among the various population groups (table 79).

Good laundering qualities were high in the list of reasons given by the women who preferred cotton or nylon anklets. Within these groups, the special appeals of nylon as compared with cotton were that it doesn't shrink or stretch when laundered and that it dries quickly; on the other hand, ability to take bleaching was mentioned more for cotton than for nylon. Durability was a reason for preference given by 69 percent of the women who preferred nylon anklets and 40 percent of the women who preferred cotton (table 80).

Comparisons with the 1946 study.--In both studies, the same proportions of women (39 percent) said they wore anklets, and very similar proportions of wearers said they preferred cotton: 73 percent in 1954, 71 percent in 1946. Major difference between the two studies is that nylon, not mentioned or very seldom mentioned in 1946, was preferred by 11 percent of the anklet users in 1954.

Raincoats

Use of raincoats.--About 4 women in 10 (39 percent) said that they wore a special coat for rainy weather in spring and fall. Use of raincoats was reported by more younger than older women, by more better educated than lower educated women, by more upper income than middle or lower income women, and by more urban than rural residents (table 81).

Characteristics considered important in raincoats.--The leading characteristic women said they looked for when shopping for raincoats was the obvious one: Half of the raincoat wearers said they shopped for water-repellent coats. Appearance or style, named by 4 in 10, was second; other high-ranking characteristics included size, cut or fit and weight, as well as specific fibers or weaves (table 82).

Opinions on fibers in raincoats.--Plastics (30 percent) were preferred for raincoats, followed by cotton (17 percent) and rayon/acetate (14 percent). Small proportions mentioned mixtures, wool, gabardine (without specifying the fiber), or other fibers. A fifth of the raincoat-wearers said they had no preference in fibers (table 83).

Plastics appealed to their adherents mainly for water-repellent qualities, inexpensiveness, ease of packing, weight, and ease of care ("can be wiped off"). While neither cotton nor rayon/acetate scored well on packability or inexpensiveness, they did receive somewhat comparable acclaim for weight and waterproof quality, and at the same time had appeals -- such as specific weaves (particularly gabardine and, in the case of cotton, corduroy), appearance or style, and durability -- which were not prominent for plastics (table 84).

Comparisons with the 1946 study.--Reported use of special coats for rainy weather was higher in 1954 than in 1946. More users in 1954 than in 1946 said they preferred plastics and fewer said they preferred cotton raincoats.

	1954	1946
Percent of all women who said they had special rainy weather coats for spring or fall -------	39	28
Percent of raincoat owners who said that they preferred plastic raincoats ----------	30	8
Percent who preferred cotton raincoats ---------	17	29
Percent who preferred rayon/acetate ----------	14	15

Aprons

Use of aprons.--About a third of all women said they bought readymade aprons, a similar proportion said they made their own, and a few said their aprons were gifts. In all, 7 out of 10 women reported using aprons. Highest proportions of apron wearers were among women 55 and over, women who did not go beyond grade school, and women in the lower income group. These groups and rural women reported the highest ratios of homemade to readymade aprons (table 85).

Characteristics considered important in aprons.--Apron buyers listed appearance or style and specific fibers, weaves, or materials ahead of laundering qualities when they described the most important things they looked for when shopping. It must be assumed that at least some women were taking washability for granted in this item. Other considerations mentioned were comfortable cut, durability, workmanship, price, weight, practicality, and dirt resistance (table 86).

Opinions on fibers in aprons.--Cotton was the top ranking fiber, regardless of whether buyers of aprons were commenting on their preferences or women who made aprons were talking about the materials they used. Apron makers, particularly lower income, lower educated, and rural, reported substantial usage of flour or feed sacks as well as of yard goods (tables 87, 88).

81 percent of apron buyers said they preferred cotton

11 percent of apron buyers said they preferred plastics

81 percent of apron makers said they used cotton yard goods,
23 percent said they used flour or feed sacks

Experience with rayon or plastic aprons.--Among the women who said that they bought readymade aprons, very few -- only 1 in 20 -- said that they had ever used a rayon apron (table 89).

About 3 in 4, however, said that they had used a plastic apron. In comparing plastic with cotton or rayon aprons, more women found something to criticize (83 percent) than to praise (34 percent) about plastics, though some had both criticism and praise. The critical comments were mainly that plastics don't wear well, feel clammy or sticky, don't resist heat or flame well, or don't absorb grease or water. The most important answers of the 34 percent who said something favorable were that plastics are easy to clean and that they resist water well (tables 90, 91).

Comparisons with the 1946 study.--About the same proportion of women in 1954 as in 1946 -- 7 out of 10 -- said that they wore aprons, but there is some suggestion of an increase in the use of readymade aprons. There was no significant change in the fiber preferences of the women who bought aprons readymade.

	1954	1946
Percent of all women who said that they bought readymade aprons	34	30
Percent of all women who said that they made their own aprons	37	42
Percent of apron buyers who said that they preferred cotton	81	80
Percent of apron buyers who said that they preferred plastics	11	8

Apron buyers' experience with plastic aprons appeared to have increased between the 2 studies: 33 percent in 1946 but 76 percent in 1954 said they had used plastic aprons.

APPENDIX

Selection of the Sample

The households for interview in this study were selected through a stratified, multi-stage system of sampling, as follows: The metropolitan areas of the United States as defined by the Bureau of the Census were grouped by geographic regions into 26 strata of approximately 3,000,000 people each, and one metropolitan area was chosen at random from each stratum with probability proportionate to population.

These 26 metropolitan areas were further divided to form 50 substrata somewhat more uniform as to degree of urbanization. Of these, 33 were composed of cities in 1 of 6 size classes ranging from 10,000 - 50,000 up to 1,000,000 - and over; the remaining 17 substrata were composed of that portion of the population in places under 10,000, rural villages or other rural territory, and the county was used as the sampling unit. One city (or county) was drawn with probability proportionate to population from each of these 50 substrata.

Within each city small segments -- or clusters of households (blocks or other similar size areas) -- were arrayed geographically and sampled systematically. A similar procedure was followed using either blocks or other small land areas in the counties containing only small cities, villages, or rural territory.

In nonmetropolitan areas, State economic areas were grouped locally so as to form 10 city strata (all nonmetropolitan cities with 10,000 - 50,000 population) and 40 county strata, each with about 1,300,000 population, from each of which one sampling unit (city or county) was chosen with probability proportionate to 1950 population. From these sampling units, as from the metropolitan sampling units, segments were then drawn in systematic fashion.

From both sets of segments -- metropolitan and nonmetropolitan -- households to be interviewed were drawn systematically beginning with a randomly selected dwelling unit. In each household, the homemaker and no more than two other women between 18 and 65 were eligible for interview. Interviewers were required to make up to 4 attempts in urban areas and up to 3 attempts in rural areas to complete the interviews with these women.

Note on Sampling Error

An idea of the approximate order of magnitude of the sampling standard error can be obtained by computing the value of $\sqrt{\frac{pq}{n}}$ and then making an arbitrary allowance for the difference in efficiency between an unrestricted random sample and the sample actually used for this study. For example, in reply to the question on fiber preferences, 48 percent of the 2,006 women using readymade summer dresses said that they preferred cotton in this item

of clothing. In this case $\sqrt{\frac{pq}{n}} = \sqrt{\frac{(48)(52)}{2006}}$ = 1.0 percent. Note that n is the number of cases on which the percent, 48, is based and q is equal to 100 minus 48.

If the sample could be interpreted as equivalent in precision to an unrestricted random sample, 47 and 49 or 46 and 50 would be quoted as the 67 percent or the 95 percent confidence limits, respectively, for the estimate of the percent preferring cotton in readymade summer dresses. However, the loss in statistical efficiency due to clustering is not completely offset by gain in statistical efficiency due to stratification, so the use of $\sqrt{\frac{pq}{n}}$ gives an underestimate of the sampling error.

Comparisons of computed sampling errors from previous studies (using appropriate formulas corresponding to the sample design) with value of $\sqrt{\frac{pq}{n}}$, suggest that the value of $\sqrt{\frac{pq}{n}}$ should be inflated by a factor between about 1.25 and 1.75. In other words, the sampling error for the 95 percent level of probability might be expressed as $2k\sqrt{\frac{pq}{n}}$ where k is an unknown number but past experience indicates that it is between 1.25 and 1.75 for samples similar to that used for this survey. The value of k varies from item to item and also with the nature of breakdown of the data in the case of percents based upon only a part of the total sample.

This provides only a means of speculating on the sampling error, but is a useful aid in the interpretation of results because, even though one does not have a mathematical basis for making a probability statement about sampling error, one can be reasonably sure that the sampling error pertaining to an estimated percent, p, is not more than about $3\sqrt{\frac{pq}{n}}$ percentage points. With reference to comparisons between the 1946 and 1954 surveys, one can be reasonably sure that the sampling error for a difference between two percentages is not greater than $3\sqrt{\frac{p_1 q_1}{n_1} + \frac{p_2 q_2}{n_2}}$ where the subscripts 1 and 2 refer to the two studies.

Detailed Tables

The following tables show the detailed answers to the questions asked about the various items of clothing studied in the 1954 survey. The order of presentation of the items is the same as that in the questionnaire and in the preceding findings.

For each of the 8 items appearing in both studies, figures for 1946 are shown for the total women using or not using the item readymade, and for the proportion of all users who said they preferred the various fibers. These distributions are specifically labeled "1946." All distributions not so labeled -- such as those for age, income, education, size of community, etc. -- are from the 1954 study.

Following the tables is a copy of the questionnaire, complete except for space-saving omissions that do not affect understanding of the questioning.

Arrangement of Tables

	Table
Housedresses	9-16
Summer dresses	17-21
Winter dresses	22-26
Cool-weather cottons	27-29
Between-season dresses	30-34
Skirts:	
Summer	35-39
Winter	40-44
Slips	45-48
Blouses:	
Short-sleeved	49-53
Sleeveless	54-58
Long-sleeved	59-63
Nonusers	64
Sport shorts	65-70
Summer slacks	71-76
Anklets	77-80
Raincoats	81-84
Aprons	85-91

Table 9.--Percentage distribution of replies to the question: "Do you use readymade housedresses--that is, dresses that you wear especially for working around the house?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total:			
1946	59	41	1,782
1954	64	36	2,281
Age group: 1/			
24 years and under	45	55	300
25 to 34 years	60	40	538
35 to 44 years	69	31	491
45 to 54 years	72	28	441
55 years and older	69	31	506
Education: 2/			
None or grade school	73	27	759
High school	63	37	1,175
College	49	51	316
Income group: 3/			
Lower	68	32	662
Middle	67	33	638
Upper	60	40	822
Size of place:			
Urban metropolitan	68	32	682
Urban nonmetropolitan	62	38	747
Town and farm	64	36	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 10.--Women who used readymade housedresses: Percentage distribution of replies to the question, "What are the most important things you look for in buying a housedress?"

Replies	Women who used readymade housedresses	
	Percent 1/	
Appearance and style		65
Specific style factors	29	
Pretty colors, designs	27	
Nice looking, plain	19	
Nice looking, well styled	13	
Nice looking, unspecified	2	
Neat looking	2	
Miscellaneous	1	
Good laundering qualities		58
Colorfast	25	
Easily washed and/or ironed	24	
Doesn't shrink or stretch	16	
Can be laundered	9	
Launders well	6	
Needs little or no ironing	4	
Stands up well under washing	4	
Miscellaneous	2	
Size, cut, fit		41
Comfortable in cut, fits well	32	
Easy to get into	11	
Right length	2	
Specific fibers and weaves		32
Cotton	24	
Kind of material--unspecified	2	
Miscellaneous	10	
Good wearing qualities, durability		24
Good workmanship		16
Inexpensive		15
Right weight, cool		5
Specific brand names		3
Good resistance to soil, wrinkling		3
Miscellaneous		3
Number of cases	1,470	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 11.--Women who used readymade housedresses or made their own: Percentage distribution of fiber preference [1]

Background characteristics	Fiber preferred						Cases
	Cotton	Rayon/ acetate	Nylon	Miscellaneous fibers and fiber mixtures	No preference	Not ascertained	
Readymade	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Number
United States total:							
1946	86	3	-	-	9	2	1,052
1954	94	1	1	1	4	3/	1,470
Age group:[4]							
24 years and under	98	1	-	-	1	1	134
25 to 34 years	96	1	3/	-	4	-	323
35 to 44 years	93	3/	1	1	5	-	339
45 to 54 years	94	2	1	1	3	3/	318
55 years and older	93	3	2	1	3	-	351
Education: [5]							
None or grade school	92	1	2	1	5	3/	557
High school	96	1	1	1	3	-	739
College	95	1	1	1	4	-	156
Income group: [6]							
Lower	95	1	1	1	4	-	449
Middle	93	2	1	1	4	-	428
Upper	95	1	1	1	3	3/	494
Size of place:							
Urban metropolitan	93	2	1	1	5	3/	462
Urban nonmetropolitan	94	2	1	1	4	-	464
Town and farm	96	1	1	3/	2	-	544
Makes own							
United States total	91	1	1	3/	6	2	360

1/ Respondents' preferences were asked among cotton, rayon or acetate, or some other material.
2/ Percentages total to more than 100 because some women gave more than 1 fiber preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 5 respondents
5/ Education was not ascertained for 18 respondents.
6/ Income was not ascertained for 99 respondents.

Table 12.--Women who preferred cotton readymade housedresses and yard goods: Percentage distribution of reasons for preference

Reasons	Women who preferred cotton for:			
	Readymade housedresses		Yard goods for housedresses	
	Percent 1/		Percent 1/	
Good laundering qualities		91		89
Easily washed and/or ironed	56		55	
Launders well	28		32	
Colorfast	15		18	
Can be laundered	15		15	
Stands up well under washing	11		12	
Can be starched	9		9	
Does not shrink or stretch	8		8	
Needs little or no ironing	4		2	
Can be bleached	-		1	
Miscellaneous	1		-	
Good wearing qualities, durability		41		38
Wears well, durable	37		33	
Does not ravel, fray or pull	5		5	
Miscellaneous	1		2	
Right weight, cooler		20		21
Appearance and style		14		14
Fresh looking	5		2	
Pretty colors and designs	3		7	
Nice looking--unspecified	3		2	
Neat looking	2		2	
Nice looking, plain	1		1	
Nice looking, well styled	1		-	
Nice looking, dressy	-		1	
Miscellaneous	1		-	
Inexpensive		6		16
Practical, suitable		5		6
Specific weaves		5		3
Feels good next to skin		3		2
Comfortable in cut and fit		3		2
More generally available		3		2
Good resistance to soil, wrinkling		2		2
Good workmanship		2		2
Easier to sew		-		13
Cotton feed sacks available		-		2
More versatile		-		1
Like it		-		1
Miscellaneous		3		3
Not ascertained		2/		1
Number of cases	1,385		329	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.
2/ Less than 1 percent.

Table 13.--Women who used readymade housedresses: Percentage distribution of replies to the questions: "Is there anything about readymade cotton housedresses that you don't like? What is it?"

Replies	Women who used readymade housedresses	
	Percent 1/	
Poor workmanship		17
Poor appearance and style		16
Specific style factors unsatisfactory	9	
Not nice looking, too dressy	4	
Not nice looking, poorly styled	3	
Poor selection of colors and designs	1	
Miscellaneous	1	
Not comfortable in cut, does not fit well		16
Skimpy in cut	8	
Not made in standardized sizes	5	
Can't get right length--too short	5	
Poor laundering qualities		9
Not colorfast	4	
Shrinks or stretches	4	
Doesn't wash and/or iron easily	2	
Miscellaneous	1	
Cheaper ones inferior		4
Poor wearing qualities		3
Poor quality--inferior material	2	
Ravel, fray, pull at seams	1	
Don't wear well	2/	
Too expensive		1
Not wrinkle-resistant		1
Miscellaneous		1
Nothing disliked		54
Number of cases	1,470	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 dislike.

2/ Less than 1 percent.

Table 14.--Women who used readymade housedresses: Replies to the question, "Have you ever had a readymade rayon or acetate housedress?"

Replies	Women who used readymade housedresses	
	1946	1954
	Percent	Percent
Yes	46	27
No	53	73
Not ascertained	1	--
Total	100	100
Number of cases	1,052	1,470

Table 15.--Women who have owned a readymade rayon or acetate housedress: Percentage distribution of replies to the question, "What did you think of it?"

Replies	Women who have owned a readymade rayon/acetate housedress	
	Percent 1/	
Qualities Liked:		46
Good laundering qualities		21
Appearance and style		12
Good wearing qualities, durability		10
Right weight		8
Like very much		7
Comfortable in cut and fit		2
Feel good next to the skin		2
Good resistance to soil, wrinkling		2
Comfortable (with or without coat)		1
Miscellaneous		2
Qualities Disliked:		68
Poor laundering qualities		43
Poor wearing qualities, not durable		24
Ravel, fray, pull at seams	16	
Don't wear well	10	
Poor workmanship		6
Poor resistance to soil, wrinkling		5
Not practical		5
Not right weight		4
Not liked, general		2
Poor appearance and style		2
Not comfortable in cut, does not fit well		2
Does not feel good next to the skin		2
Miscellaneous		3
Don't know		1
Number of cases	403	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 16.--Women who did not use readymade housedresses: Percentage distribution of replies to the question, "How does it happen you don't use dresses of this sort?"

Replies	Women who did not use readymade housedresses	
	Percent [1]	
Make own or have them made		44
Can be made more cheaply	21	
Can be made to fit better	15	
Make own--general	13	
Like to sew	8	
Can be made more durable	6	
Can be made of better material	4	
Have them made by others	3	
Can be made in better styles	3	
More convenient to make own	2	
Can be made in a variety of colors and fabrics	1	
Prefer other type of apparel		32
Wear old street dresses		21
No need for them, not practical		14
Receive as gifts [2]		3
Expensive		2
Can't find proper size		1
Miscellaneous		1
Number of cases	811	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

2/ The gift category was not probed to discover whether or not the dress was readymade.

Table 17.--Percentage distribution of replies to the question: "Now we'd like to talk about the better type of dresses that are worn in the summertime. Do you ever use readymade dresses of this type?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total:			
1946	79	21	1,782
1954	88	12	2,281
Age group: 1/			
24 years and under	91	9	300
25 to 34 years	91	9	538
35 to 44 years	88	12	491
45 to 54 years	88	12	441
55 years and older	83	17	506
Education: 2/			
None or grade school	84	16	759
High school	90	10	1,175
College	91	9	316
Income group: 3/			
Lower	85	15	662
Middle	88	12	638
Upper	91	9	822
Size of place:			
Urban metropolitan	90	10	682
Urban nonmetropolitan	90	10	747
Town and farm	84	16	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 18.--Women who used readymade summer dresses: Percentage distribution of replies to the question: "What are the most important things you look for in buying a (street) dress to wear in the summertime?"

Replies	Women who used readymade summer dresses	
	Percent 1/	
Appearance and style		77
Specific style factors	35	
Pretty colors and designs	27	
Nice looking, plain	26	
Nice looking, well styled	16	
Nice looking, dressy	6	
Neat looking	3	
Nice looking, unspecified	3	
Cool looking, summery	2	
Good laundering qualities		37
Can be laundered	17	
Easily washed and/or ironed	13	
Colorfast	7	
Does not shrink or stretch	6	
Launders well	4	
Needs no ironing	2	
Stands up well under washing	2	
Miscellaneous	1	
Specific fibers and weaves		31
Cotton	15	
Rayon	8	
Nylon	6	
Silk	2	
Mixture	1	
Miscellaneous	6	
Right weight, cool		28
Size, cut and fit		27
Comfortable in cut, fits well	24	
Easy to get into	3	
Right length	2	
Good wearing qualities, durability		16
Good workmanship		14
Inexpensive		11
Good resistance to soil and wrinkling		8
Does not wrinkle easily	6	
Does not soil easily	3	
Versatility		5
Can be worn on different occasions	3	
Will be in style more than 1 year	1	
Miscellaneous	1	
One that feels good next to skin		5
Sheer material		5
Good dry cleaning qualities		2
Practical, suitable		2
Specific brand name		2
Not a sheer material		1
Miscellaneous		2
Number of cases	2,006	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 19.--Women who used readymade summer dresses or made their own: Percentage distribution of fiber preference [1]

Background characteristics	Fiber preferred									Cases
	Cotton	Rayon/ acetate	Nylon	Mixture	Linen	Silk	Miscel- laneous	No preference	Not ascertained	
Readymade	Per-[2] cent	Per-[2] cent	Per-[2] cent	Per-[2] cent	Per-[2] cent	Per-[2] cent	Per-[2] cent	Per-[2] cent	Per-[2] cent	Number
United States total:										
1946	28	28	--	7	--	--	--	32	5	1,412
1954	48	17	9	3	2	2	1	25	[3]	2,006
Age group: [4]										
24 years and under	60	9	10	2	1	1	1	22	1	273
25 to 34 years	58	10	10	3	2	2	1	22	--	489
35 to 44 years	50	15	11	4	3	1	1	25	--	432
45 to 54 years	43	19	8	4	2	2	1	26	1	388
55 years and older	32	29	7	4	4	3	1	28	[3]	419
Education: [5]										
None or grade school	38	26	9	4	2	2	1	24	--	634
High school	53	13	9	3	3	2	1	25	[3]	1,052
College	55	8	8	4	3	2	2	27	--	289
Income group: [6]										
Lower	37	22	11	5	2	2	1	28	[3]	563
Middle	50	16	9	4	2	1	[3]	25	[3]	562
Upper	55	13	8	3	3	2	1	21	[3]	752
Size of place:										
Urban metropolitan	53	17	6	3	2	3	[3]	20	[3]	613
Urban nonmetropolitan	49	16	8	3	3	2	1	27	[3]	674
Town and farm	43	18	12	4	2	1	1	27	--	719
Makes own										
United States total	51	10	6	4	3	2	--	26	4	190

1/ Respondents' preferences were asked among cotton, rayon or acetate, or some other material or a mixture.
2/ Percentages total to more than 100 because some respondents gave more than 1 preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 5 respondents.
5/ Education was not ascertained for 31 respondents.
6/ Income was not ascertained for 129 respondents.

Table 20.--Women who used readymade summer dresses or made their own and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber						Cotton yard goods	
	Readymade							
	Cotton		Rayon/ acetate		Nylon			
	Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Good laundering qualities		81		46		88		79
Easily washed and/or ironed	42		21		56		47	
Can be laundered	25		17		13		21	
Launders well	25		12		8		28	
Colorfast	9		6		5		8	
Does not shrink or stretch	7		6		4		6	
Can be starched	5		-		-		3	
Stands up well under washing	4		1		-		5	
Needs little or no ironing	2		2		62		-	
Needs no starching	1		3		4		-	
Dries quickly	-		1		22		-	
Miscellaneous	-		-		1		-	
Right weight, cool		47		34		35		42
Appearance and style		34		59		31		21
Fresh looking	12		2		4		4	
Nice looking, well styled	9		8		5		2	
Pretty colors and designs	5		7		5		7	
Nice looking, dressy	4		43		9		1	
Nice looking, unspecified	4		3		6		1	
Cool looking	3		2		4		1	
Neat looking	3		2		2		6	
Nice looking, plain, tailored	1		-		-		1	
More slenderizing	-		1		-		-	
Good wearing qualities, durability		23		13		28		24
Feels good next to the skin		9		12		7		5
Inexpensive		7		8		3		9
Prefer specific weave		6		7		3		8
Good resistance qualities		5		10		14		4
Does not wrinkle easily	4		8		14		3	
Does not soil easily	2		2		2		1	
More versatile		3		3		1		2
More generally available		3		1		-		8
Practical, suitable		3		-		1		2
Comfortable in cut and fit		1		8		2		-
Sheer material		1		4		2		1
Like the finish, glaze		1		2		-		-
Good dry cleaning qualities		-		7		-		-
Not a sheer material		-		1		1		-
Good workmanship		-		1		-		-
Easier to sew		-		-		-		16
Specific brand name preferred		-		-		-		1
Miscellaneous		5		3		4		8
Number of cases	964		336		180		96	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 21.--Women who did not use readymade summer dresses: Percentage distribution of replies to the question: "How does it happen that you don't use this type of dress?"

Replies	Women who did not use readymade summer dresses	
	Percent [1]	
Make own or have them made		69
Can be made more cheaply	48	
Can be made to fit better	40	
Can be made in better styles	15	
Can be made more durable	14	
Like to sew	14	
Can be made of better material	9	
Can be made in a variety of colors, fabrics	4	
More convenient to make own	2	
Makes own--general	2	
Cannot find proper size		12
No need for them		10
Prefer other type of apparel		10
Expensive		9
Receive as gifts [2]		7
Wear what I have on hand		6
Not practical to have special seasonal apparel		2
Miscellaneous		1
Number of cases	275	

1/ Percentages add to more than 100 because some respondents gave more than 1 reason.

2/ The gift category was not probed to discover whether or not the dress was readymade.

Table 22.--Percentage distribution of replies to the question: "Next I'd like to talk about the better type of dresses that are worn in the wintertime. Do you use readymade 1-piece dresses of this type?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total:			
1946	78	22	1,782
1954	79	21	2,281
Age group: 1/			
24 years and under	79	21	300
25 to 34 years	81	19	538
35 to 44 years	81	19	491
45 to 54 years	80	20	441
55 years and older	76	24	506
Education: 2/			
None or grade school	75	25	759
High school	81	19	1,175
College	83	17	316
Income group: 3/			
Lower	74	26	662
Middle	80	20	638
Upper	86	14	822
Size of place:			
Urban metropolitan	83	17	682
Urban nonmetropolitan	79	21	747
Town and farm	76	24	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 23.--Women who used readymade 1-piece winter dresses: Percentage distribution of replies to the question, "What do you think are the most important things you look for in buying a 1-piece winter (street) dress?"

Replies	Women who used readymade 1-piece winter dresses	
	Percent [1]	
Appearance and style		77
Specific style factors	32	
Good colors, designs	30	
Nice looking, plain	28	
Nice looking, well styled	16	
Nice looking, dressy	5	
Nice looking, unspecified	2	
Neat looking	2	
Specific fibers and weaves		34
Wool	14	
Rayon	7	
Mixture	4	
Cotton	3	
Silk	2	
Gabardine	2	
Kind of material--unspecified	2	
Jersey	1	
Crepe	1	
Miscellaneous	3	
Size, cut and fit		29
Comfortable in cut, fits well	25	
Easy to get into	3	
Right length	2	
Right weight		25
Warm	16	
Right weight--unspecified	7	
Warm, but light	2	
Cool	1	
Good wearing qualities, durability		18
Good workmanship		13
Versatility		13
Can be worn on different occasions	9	
Will be in style more than 1 year	3	
Can be worn in different seasons	1	
Good dry cleaning qualities		11
Dry cleans well	6	
Doesn't shrink or stretch	5	
Can be dry cleaned	1	
Inexpensive		10
Good resistance to soil, wrinkling		10
Does not soil easily	6	
Does not wrinkle easily	5	
Good laundering qualities		6
Can be laundered, needs no dry cleaning	3	
Colorfast	2	
Easily washed and/or ironed	1	
One that feels good next to skin		6
Practical, suitable		2
Miscellaneous		3
Number of cases	1,812	

[1] Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 24.--Women who used readymade 1-piece winter dresses or made their own: Percentage distribution of fiber preferences [1/]

Background characteristics	Fiber preference									Cases
	Wool	Rayon/ acetate	Mixture	Cotton	Silk	Miscellaneous synthetic fibers	Miscellaneous natural fibers	No preference	Not ascertained	
Readymade	Percent [2/]	Percent [2/]	Percent [2/]	Percent [2/]	Percent [2/]	Percent [2/]	Percent [2/]	Percent [2/]	Percent [2/]	Number
United States total:										
1946	42	29	[3/] 22	2	--	--	3	11	[6]	1,387
1954	33	24	[4/] 15	5	3	2	2	24	[5/]	1,812
Age group: [6/]										
24 years and under	45	17	11	6	--	1	1	24	[5/]	236
25 to 34 years	40	22	11	7	2	2	2	25	[5/]	436
35 to 44 years	31	23	15	5	3	3	3	24	--	400
45 to 54 years	27	27	18	3	4	2	1	21	--	351
55 years and older	26	27	17	2	5	2	2	25	--	384
Education: [7/]										
None or grade school	24	27	17	7	3	1	2	22	[5/]	566
High school	36	23	13	4	3	1	2	24	[5/]	957
College	43	15	12	3	3	6	1	27	--	261
Income group: [8/]										
Lower	30	20	16	7	3	1	2	26	[5/]	492
Middle	28	26	16	4	2	2	1	26	[5/]	510
Upper	38	24	13	4	3	2	2	20	--	706
Size of place:										
Urban metropolitan	40	22	11	2	5	3	3	19	[5/]	568
Urban nonmetropolitan	33	28	13	5	2	1	1	23	[5/]	593
Town and farm	27	21	19	6	2	2	1	28	[5/]	651
Makes own										
United States total	36	20	17	16	2	2	--	19	2	128

1/ Respondents' preferences were asked among wool, rayon, acetate or cotton, or some other material.
2/ Percentages add to more than 100 because some respondents gave more than 1 fiber preference.
3/ Mainly wool mixed with cotton, rayon, or silk.
4/ Includes rayon and wool mixture (5 percent) and rayon and cotton mixture (2 percent).
5/ Less than 1 percent.
6/ Age was not ascertained for 5 respondents.
7/ Education was not ascertained for 28 respondents.
8/ Income was not ascertained for 104 respondents.

Table 25.--Women who used readymade 1-piece winter dresses and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber			
	Wool		Rayon/acetate	
	Percent 1/		Percent 1/	
Right weight		75		33
Warm	66		11	
Lightweight but warm	8		1	
Right weight--unspecified	5		15	
Cool	-		9	
Good dry cleaning qualities		35		26
Dry cleans well	25		19	
Does not shrink or stretch	18		9	
Can be dry cleaned	1		2	
Appearance and style		30		50
Nice looking, dressy	9		31	
Nice looking, well styled	7		8	
Nice looking, unspecified	6		5	
Pretty colors and designs	4		7	
Neat looking	3		3	
Nice looking, plain	2		1	
Slenderizing	1		2	
Miscellaneous	2		2	
Good wearing qualities, durability		26		16
Specific weave		15		26
Jersey	5		-	
Gabardine	2		5	
Crepe	-		3	
Miscellaneous	10		18	
Feels good next to skin		13		24
Good laundering qualities		5		17
Colorfast	2		4	
Easily washed and/or ironed	1		4	
Can be laundered, needs no dry cleaning	-		8	
Launders well	-		3	
Stands up well under washing	-		1	
Miscellaneous	2		1	
More versatile		5		8
Comfortable in cut and fit		3		5
Practical, suitable		3		3
More generally available		2		4
Easier to mend		2		1
Good workmanship		1		-
Good resistance to soil, wrinkling		-		14
Inexpensive		-		9
Like it--unspecified		-		1
Miscellaneous		3		4
Not ascertained		1		1
Number of cases	600		429	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 26.--Women who did not use readymade 1-piece winter dresses: Percentage distribution of replies to the question, "How does it happen that you don't use this type of dress?"

Replies	Women who did not use readymade 1-piece winter dresses	
	Percent [1]	
Prefer other type of apparel		45
Make own or have them made		27
Can be made more cheaply	14	
Can be made to fit better	11	
Make own, general	9	
Like to sew	4	
Can be made of better material	3	
Can be made in better styles	3	
Can be made more durable	3	
Miscellaneous	2	
Wear what I have on hand		11
Expensive		11
No need for them		8
Receive as gifts [2]		4
Not practical to have special seasonal apparel		4
Can't find proper size		1
Too warm		1
Miscellaneous		1
Number of cases	469	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

2/ The gift category was not probed to discover whether or not the dress was readymade.

Table 27.--Women who used readymade 1-piece winter dresses: Percentage distribution of replies to the question, "In the last year or so have you bought any dark cotton dresses for fall or spring or even winter wear?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total: -------	31	69	1,812
Age group: 1/			
24 years and under ------	32	68	236
25 to 34 years ----------	36	64	436
35 to 44 years ----------	33	67	400
45 to 54 years ----------	31	69	351
55 years and older ------	22	78	384
Education: 2/			
None or grade school ----	24	76	566
High school ------------	32	68	957
College ----------------	44	56	261
Income group 3/			
Lower -------------------	27	73	492
Middle ------------------	31	69	510
Upper -------------------	35	65	706
Size of place:			
Urban metropolitan ------	27	73	568
Urban nonmetropolitan ---	31	69	593
Town and farm -----------	33	67	651

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 28 respondents.
3/ Income was not ascertained for 104 respondents.

Table 28.--Women who bought dark cotton dresses for fall, spring, or winter wear: Percentage distribution of replies to the question, "How did you happen to buy this kind of dress?"

Reasons	Women who bought dark cotton dresses	
	Percent 1/	
Appearance and style		53
Pretty colors and designs	25	
Nice looking, well styled	16	
Nice looking, dressy	8	
Specific style factors	5	
Like dark cotton	5	
Nice looking, unspecified	2	
Nice looking, plain	2	
Fresh looking	1	
Slenderizing	1	
Miscellaneous	2	
Versatility		15
Can be worn in different seasons	11	
Can be worn on different occasions	3	
Can be worn more than 1 year	1	
Good laundering qualities		13
Good resistance to soil and wrinkling		13
Just liked it		11
Inexpensive		11
Right weight, cool		9
Practical, suitable		8
Good wearing qualities, durability		8
Saw it advertised		6
Comfortable in cut and fit		5
Feels good next to skin		1
Good workmanship		1
Miscellaneous		6
Number of cases	557	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 29.--Women who had bought dark cotton dresses: Percentage distribution of replies to the question, "What did you think of it?"

Replies	Women who had bought dark cotton dresses	
	Percent 1/	
Qualities Liked:		93
Appearance and style		38
Nice looking, dressy	12	
Pretty colors and designs	11	
Nice looking, well styled	9	
Nice looking--unspecified	5	
Neat looking	2	
Fresh looking	2	
Specific style factors	6	
Good laundering qualities		32
Can be laundered, needs no dry cleaning	11	
Launders well	11	
Easily washed and/or ironed	9	
Colorfast	6	
Does not shrink or stretch	2	
Stands up well under washing	1	
Needs no starching	1	
Needs little or no ironing	1	
Good wearing qualities, durability		21
Good resistance to soil and wrinkling		19
Does not soil easily	15	
Does not wrinkle easily	4	
Versatility		18
Can be worn in different seasons	12	
Can be worn on different occasions	6	
Versatile--unspecified	1	
Likes very much		14
Right weight		9
Right weight--unspecified	5	
Warm	3	
Cool	2	
Feels good next to skin		7
Comfortable in cut and fit		7
Practical, suitable		5
Good workmanship		3
Dry clean well		2
Inexpensive		1
Miscellaneous		4
Qualities Disliked:		13
Poor laundering qualities		9
Don't wash and/or iron easily	4	
Don't launder well	2	
Not colorfast	2	
Miscellaneous	1	
Poor resistance to soil and wrinkling		4
Poor appearance and style		1
Miscellaneous		2
Number of cases	557	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 30.--Percentage distribution of replies to the question: "Now we'd like to talk about the better types of dresses that are worn between seasons. The kind of dress you might buy to wear in the spring or in the fall when the weather is rather changeable and neither real hot nor real cold. Do you use readymade dresses of this type?"

Background characteristics	Respondents who answered		Cases
	Yes	No	
	Percent	Percent	Number
United States total	30	70	2,281
Age group: 1/			
24 years and under	30	70	300
25 to 34 years	32	68	538
35 to 44 years	30	70	491
45 to 54 years	31	69	441
55 years and older	28	72	506
Education: 2/			
None or grade school	23	77	759
High school	31	69	1,175
College	43	57	316
Income group: 3/			
Lower	24	76	662
Middle	30	70	638
Upper	36	64	822
Size of place:			
Urban metropolitan	35	65	682
Urban nonmetropolitan	26	74	747
Town and farm	30	70	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 31.--Women who used readymade between season dresses: Percentage distribution of replies to the question, "What are the most important things you look for in buying a between season dress?"

Replies	Women who used between season dresses	
	Percent 1/	
Appearance and style		75
Pretty colors and designs	38	
Specific style factors	32	
Nice looking, plain	16	
Nice looking, well styled	16	
Nice looking, dressy	5	
Nice looking, unspecified	1	
Neat looking	1	
Cool looking	1	
Miscellaneous	2	
Specific fibers and weaves		36
Rayon	12	
Cotton	9	
Gabardine	4	
Crepe	4	
Silk	4	
Mixtures	4	
Wool	3	
Linen	3	
Kind of material--unspecified	2	
Faille	1	
Miscellaneous	11	
Right weight		35
Not too heavy, not too light	21	
Cool	9	
Warm	5	
Something warm, but light	3	
Versatility		20
Can be worn in different seasons	13	
Can be worn on different occasions	6	
Style can be worn more than 1 year	2	
Size, cut, and fit		13
Comfortable in cut and fit	11	
Easy to get into	2	
Right length	1	
Good wearing qualities, durability		9
Good laundering qualities		9
Good workmanship		8
Inexpensive		6
Good resistance to soil and wrinkling		5
Don't wrinkle easily	3	
Don't soil easily	2	
Practical, suitable		3
Good dry cleaning qualities		3
One that feels good next to skin		3
Finish		1
Specific brand names		1
Sheer material		1
Miscellaneous		2
No important things looked for		1
Number of cases	685	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 32.--Women who used readymade between season dresses or made their own: Percentage distribution of fiber preference [1]

Background characteristics	Fiber preference										Cases
	Rayon/ acetate	Cotton	Mixture[2]	Silk	Wool	Linen	Miscel- laneous synthetic fibers	Miscel- laneous natural fibers	No pref- erence	Not ascer- tained	
Readymade	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Percent[3]	Number
United States total ------	27	17	17	6	5	4	3	2	25	1	685
Age group:											
24 years and under -----	34	18	12	7	7	7	3	1	19	1	90
25 to 34 years ---------	20	25	14	5	6	2	3	1	28	1	170
35 to 44 years ---------	34	18	15	8	6	5	2	3	18	-	146
45 to 54 years ---------	18	12	24	5	4	4	3	1	32	1	136
55 years and older -----	33	10	22	8	4	3	3	2	24	-	143
Education: [4]											
None or grade school ---	34	18	18	6	4	2	1	1	22	1	177
High school ------------	28	17	19	5	5	4	3	2	25	1	359
College ----------------	14	15	17	10	8	7	6	2	29	-	137
Income group: [5]											
Lower ------------------	27	18	24	4	4	5	1	-	25	1	161
Middle -----------------	31	17	14	5	5	4	3	3	26	-	191
Upper ------------------	24	18	18	8	6	4	3	2	24	1	293
Size of place:											
Urban metropolitan -----	32	12	14	11	8	[6]	3	2	25	[6]	237
Urban nonmetropolitan --	28	18	19	6	6	6	3	3	22	-	194
Town and farm ----------	22	21	20	3	3	6	2	1	26	1	254
Makes Own											
United States total ------	21	39	6	4	6	1	1	1	24	7	89

1/ Respondents' preferences were asked among wool, cotton, rayon, acetate, some other material, a mixture.
2/ Includes cotton and rayon mixture (4 percent) and rayon and wool mixture (4 percent).
3/ Percentages add to more than 100 because some respondents gave more than 1 fiber preference.
4/ Education was not ascertained for 12 respondents.
5/ Income was not ascertained for 40 respondents.
6/ Less than 1 percent.

Table 33.--Women who used readymade between season dresses and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber			
	Rayon/acetate		Cotton	
	Percent[1/]		Percent[1/]	
Right weight		52		46
Not too heavy, not too light	31		20	
Cooler	16		17	
Warmer	4		9	
Miscellaneous	1		-	
Appearance and style		42		27
Nice looking, dressy	21		3	
Nice looking, well styled	12		10	
Pretty colors and designs	9		9	
Nice looking--unspecified	3		5	
Neat looking	3		2	
More slenderizing	2		-	
Nice looking, plain	1		-	
Fresh looking	-		3	
Miscellaneous	1		-	
Good laundering qualities		22		56
Can be laundered, needs no dry cleaning	8		28	
Easily washed and/or ironed	7		29	
Doesn't shrink or stretch	7		1	
Launders well	3		15	
Colorfast	3		3	
Can be starched	-		3	
Dries quickly	-		1	
Miscellaneous	2		-	
Prefer specific weave		16		16
Crepe	4		-	
Gabardine	3		8	
Faille	2		2	
Jersey	-		2	
Miscellaneous	7		5	
Versatility		15		15
Can be worn in different seasons	12		12	
Can be worn on different occasions	5		3	
Versatile--unspecified	-		1	
Good dry cleaning qualities		13		3
Feels good next to skin		12		11
Good resistance to soil and wrinkling		11		3
Doesn't wrinkle easily	9		3	
Doesn't soil easily	5		1	
Good wearing qualities, durability		10		21
Inexpensive		9		3
Comfortable in cut and fit		7		2
Practical, suitable		6		7
More generally available		4		3
Like the finish, glaze		3		2
Good workmanship		1		1
Like it		1		-
Sheer material		-		1
Miscellaneous		3		-
Not ascertained		-		1
Number of cases	186		117	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 34.-- Women who did not use readymade between season dresses: Percentage distribution of replies to the question, "How does it happen that you don't use this type of dress?"

Replies	Women who did not use readymade between season dresses
	Percent [1]
Not practical to have special seasonal apparel --	31
Wear what I have on hand ----------	30
Prefer other type of apparel ----------	24
Expensive ----------	20
No need for them ----------	12
Make my own or have them made ----------	6
Miscellaneous ----------	3
Number of cases ----------	1,596

1/ Percentages total to more than 100 because some respondents gave more than 1 reply.

Table 35.--Percentage distribution of replies to the question: "I would like to talk with you some now about summer skirts--not 2-piece dresses but just skirts that are bought separately for summer wear. Do you use readymade skirts of this type?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total ----------	40	60	2,281
Age group: [1]			
24 years and under ----------	73	27	300
25 to 34 years ----------	57	43	538
35 to 44 years ----------	43	57	491
45 to 54 years ----------	26	74	441
55 years and older ----------	11	89	506
Education: [2]			
None or grade school ----------	24	76	759
High school ----------	48	52	1,175
College ----------	48	52	316
Income group: [3]			
Lower ----------	30	70	662
Middle ----------	43	57	638
Upper ----------	47	53	822
Size of place:			
Urban metropolitan ----------	49	51	682
Urban nonmetropolitan ----------	41	59	747
Town and farm ----------	31	69	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 36.--Women who used readymade summer skirts: Percentage distribution of replies to the question, "What are the most important things you look for in buying a skirt to wear in the summertime?"

Replies	Women who used readymade summer skirts	
	Percent 1/	
Appearance and style		82
Specific style factors	60	
Pretty colors and designs	38	
Nice looking, plain	10	
Nice looking, well styled	7	
Cool looking	2	
Nice looking, dressy	1	
Miscellaneous	2	
Good laundering qualities		37
Easily washed and/or ironed	15	
Can be laundered, needs no dry cleaning	15	
Colorfast	8	
Does not shrink or stretch	5	
Launders well	3	
Needs little or no ironing	2	
Stands up well under washing	2	
Miscellaneous	1	
Specific fibers and weaves		32
Cotton	26	
Linen	2	
Rayon	2	
Gabardine	1	
Denim	1	
Mixture	1	
Miscellaneous	7	
Size, cut, and fit		18
Comfort in cut and fit	15	
Right length	4	
Right weight, cool		14
Good workmanship		9
Good wearing qualities, durability		9
Good resistance to soil and wrinkling		8
Inexpensive		5
Practical, suitable		4
Versatility		2
Not too sheer a material		2
Good dry cleaning qualities		1
Finish		1
Miscellaneous		3
Number of cases	906	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 37.--Women who used readymade summer skirts or made their own: Percentage distribution of fiber preference [1]

Background characteristics	Fiber preference									Cases
	Cotton	Linen	Rayon/ acetate	Mixture	Silk	Miscellaneous synthetic fibers	Miscellaneous natural fibers & weaves	No preference	Not ascertained	
	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Number
Readymade										
United States total	77	5	5	4	1	1	1	12	3/	906
Age group: [4]										
24 years and under	85	4	3	1	-	-	3/	9	1	218
25 to 34 years	83	5	3	2	1	1	-	10	3/	308
35 to 44 years	72	5	7	6	3/	1	1	13	-	210
45 to 54 years	58	9	8	5	2	1	-	22	-	113
55 years and older	67	7	9	11	2	2	4	9	2	54
Education: [5]										
None or grade school	68	3	10	5	1	1	2	13	1	179
High school	80	5	3	3	3/	1	3/	12	3/	563
College	75	9	5	4	1	1	-	14	-	153
Income group: [6]										
Lower	74	5	8	4	1	1	-	13	1	199
Middle	74	6	4	3	3/	1	1	15	1	272
Upper	80	5	3	4	1	1	1	11	3/	386
Size of place:										
Urban metropolitan	81	6	4	4	1	1	1	10	3/	332
Urban nonmetropolitan	76	7	5	5	1	3/	1	13	1	307
Town and farm	73	3	7	3	3/	1	1	15	3/	267
Makes own										
United States total	85	3	4	3	-	3/	1	5	1	211

1/ Respondents' preferences were asked among wool, cotton, rayon or acetate, some other material, a mixture.
2/ Percentages total to more than 100 because some women gave more than 1 preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 3 respondents.
5/ Education was not ascertained for 11 respondents.
6/ Income was not ascertained for 49 respondents.

Table 38.--Women who preferred cotton readymade summer skirts and yardgoods: Percentage distribution of reasons for preference

Reasons	Women who preferred cotton:			
	Readymade summer skirts		Yardgoods for summer skirts	
	Percent 1/		Percent 1/	
Good laundering qualities		87		87
Easily washed and/or ironed	55		51	
Launders well	27		28	
Can be laundered, needs no dry cleaning	22		26	
Colorfast	12		11	
Can be starched	7		9	
Doesn't shrink or stretch	7		8	
Stands up well under washing	5		3	
Needs little or no ironing	2		2	
Needs no starching	1		-	
Miscellaneous	-		2	
Right weight, cooler		36		33
Appearance and style		26		29
Pretty colors and designs	9		17	
Nice looking, well styled	8		3	
Fresh looking	5		4	
Neat looking	2		3	
Cool looking	2		2	
Nice looking, unspecified	2		2	
Nice looking, plain	2		1	
Nice looking, dressy	1		2	
Miscellaneous	1		-	
Good wearing qualities, durability		18		21
Inexpensive		6		21
Prefer specific weave		6		8
Good resistance to soil, wrinkling		5		6
Does not wrinkle easily	3		3	
Does not soil easily	2		3	
Feels good next to skin		4		2
Comfortable in cut and fit		3		4
Practical, suitable		3		3
More generally available		3		3
More versatile		2		3
Not too sheer a material		2		-
Good workmanship		1		-
Easier to sew		-		14
Miscellaneous		3		7
Number of cases	696		180	

1/ Percentages (left column) may total to more than their subtotals (right column) and these add to more than 100 because some respondents gave more than 1 reason.

Table 39.--Women who did not use readymade summer skirts: Percentage distribution of replies to the question, "How does it happen that you don't use this type of skirt?"

Replies	Women who did not use readymade summer skirts	
	Percent 1/	
Not becoming		41
Wear other type of apparel		31
Make own or have them made		15
Makes own--general	8	
Can be made more cheaply	7	
Can be made to fit better	3	
Can be made in better styles	2	
Can be made of better material	1	
Like to sew	1	
Miscellaneous	2	
Just don't wear them		4
Too warm		3
No need for them		2
Expensive		2
Can't find proper size		2
Miscellaneous		3
Not ascertained		1
Number of cases	1,375	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 40.--Percentage distribution of replies to the question: "The next topic is winter skirts. Not 2-piece dresses--but skirts that are bought separately. Do you use readymade winter skirts?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total	47	53	2,281
Age group: 1/			
24 years and under	81	19	300
25 to 34 years	69	31	538
35 to 44 years	53	47	491
45 to 54 years	31	69	441
55 years and older	12	88	506
Education: 2/			
None or grade school	30	70	759
High school	55	45	1,175
College	60	40	316
Income group: 3/			
Lower	35	65	662
Middle	51	49	638
Upper	56	44	822
Size of place:			
Urban metropolitan	51	49	682
Urban nonmetropolitan	49	51	747
Town and farm	42	58	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 41.--Women who used readymade winter skirts: Percentage distribution of replies to the question, "What are the most important things you look for in buying a skirt to wear in the wintertime?"

Replies	Women who used readymade winter skirts	
	Percent 1/	
Appearance and style		77
Specific style factors	42	
Pretty colors and designs	31	
Nice looking, plain	20	
Nice looking, well styled	12	
Nice looking, dressy	1	
Nice looking, unspecified	1	
Specific fibers and weaves		34
Wool	29	
Gabardine	10	
Mixture	5	
Corduroy	4	
Rayon	3	
Cotton	2	
Flannel	2	
Tweed	2	
Orlon	2	
Kind of material--unspecified	2	
Miscellaneous	4	
Size, cut and fit		20
Comfortable in cut and fit	18	
Right length	2	
Right weight		18
Warm	15	
Lightweight, but warm	3	
Right weight--unspecified	2	
Good resistance to soil and wrinkling		16
Doesn't wrinkle easily	10	
Doesn't soil easily	8	
Good wearing qualities, durability		15
Good dry cleaning qualities		12
Doesn't shrink or stretch	7	
Dry cleans well	5	
Can be dry cleaned	1	
Good workmanship		11
Inexpensive		5
Good laundering qualities		4
Practical, suitable		4
One that feels good next to skin		3
Versatility		3
Miscellaneous		2
Number of cases	1,078	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 42.--Women who used readymade winter skirts or made their own: Percentage distribution of fiber preference [1]

Background characteristics	Fiber Preferred										Cases
	Wool	Rayon/ acetate	Cotton	Wool and rayon mixture	Orlon and wool mixture	Miscel-laneous mixtures	Orlon	Miscel-laneous fibers	No prefer-ence	Not ascer-tained	
Readymade	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Per-cent [2]	Num-ber
United States total:	63	8	6	5	3	6	3	2	11	[3]	1,078
Age group: [4]											
24 years and under ---	65	6	9	5	3	4	2	2	11	--	244
25 to 34 years -------	63	8	7	5	4	5	3	1	13	--	373
35 to 44 years -------	59	11	5	4	5	7	3	3	11	1	261
45 to 54 years -------	67	7	3	8	1	7	1	2	10	--	135
55 years and older ---	61	11	5	3	2	10	2	2	6	2	62
Education: [5]											
None or grade school -	54	11	11	6	2	7	[3]	3	12	[3]	226
High school ----------	62	8	6	5	4	6	3	2	12	[3]	649
College -------------	75	6	3	3	5	3	4	1	10	--	189
Income group: [6]											
Lower ----------	59	9	10	7	1	11	[3]	1	9	[3]	233
Middle ----------	62	8	8	3	2	6	3	1	15	[3]	327
Upper ----------	64	8	3	5	6	4	3	3	10	[3]	460
Size of place:											
Urban metropolitan ---	68	7	4	5	3	4	2	3	9	[3]	349
Urban nonmetropolitan	69	9	7	4	2	5	3	2	10	[3]	369
Town and farm --------	52	9	8	6	5	9	3	1	14	[3]	360
Makes own											
United States total ---	61	5	10	11	3	8	2	--	10	3	98

1/ Respondents' preferences were asked among wool, cotton, rayon or acetate, some other material, or a mixture.
2/ Percentages add to more than 100 because some respondents gave more than one preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 3 respondents.
5/ Education was not ascertained for 14 respondents.
6/ Income was not ascertained for 58 respondents.

Table 43.--Women who used readymade winter skirts and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Women who preferred: Wool readymade winter skirts		Women who preferred: Rayon/acetate readymade winter skirts	
	Percent 1/		Percent 1/	
Right weight		70		31
Warm	65		11	
Lightweight but warm	5		1	
Cool	--		11	
Right weight, unspecified	--		8	
Good dry cleaning qualities		40		28
Dry cleans well	24		18	
Doesn't shrink or stretch	23		11	
Can be dry cleaned	1		1	
Good resistance to soil, wrinkling		28		21
Doesn't wrinkle easily	22		16	
Doesn't soil easily	9		9	
Good wearing qualities, durability		28		12
Appearance and style		25		36
Nice looking, dressy	7		21	
Nice looking, unspecified	5		7	
Nice looking, well styled	5		2	
Pretty colors and designs	4		6	
Neat looking	2		3	
Nice looking, plain	2		--	
Looks warm	2		--	
More slenderizing	1		2	
Prefer specific weave		12		57
Gabardine	8		51	
Flannel	1		--	
Tweed	1		--	
Miscellaneous	2		9	
Practical, suitable		8		3
Feels good next to skin		5		18
More versatile		4		2
More generally available		4		--
Good laundering qualities		3		21
Comfortable in cut and fit		3		8
Easier to mend		2		1
Inexpensive		--		4
Don't have to worry about moths		--		1
Miscellaneous		3		--
Not ascertained		1		2
Number of cases	677		89	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 44.--Women who did not use readymade winter skirts: Percentage distribution of replies to the question, "How does it happen you don't use this type of skirt?"

Replies	Women who did not use readymade winter skirts
	Percent 1/
Not becoming	49
Prefer other type of apparel	29
Make own or have them made	8
Wear what I have on hand	5
Expensive	4
No need for them	2
Can't find proper size	2
Not practical to have special seasonal apparel	2
Do not wear them	2
Miscellaneous	1
Number of cases	1,203

1/ Percentages total to more than 100 because some respondents gave more than 1 reason.

Table 45.--Percentage distribution of replies to the questions: "Do you buy readymade summer slips?" and (If no) "Is this because you use year-round readymade slips?" 1/

Background characteristics	Respondents who:		Cases
	Bought readymade summer slips or year-round slips	Did not buy readymade summer slips or year-round slips	
	Percent	Percent	Number
United States total:			
1946	87	13	1,782
1954	97	3	2,281
Age group: 2/			
24 years and under	99	1	300
25 to 34 years	99	1	538
35 to 44 years	99	1	491
45 to 54 years	97	3	441
55 years and older	91	9	506
Education: 3/			
None or grade school	93	7	759
High school	99	1	1,175
College	98	2	316
Income group: 4/			
Lower	94	6	662
Middle	98	2	638
Upper	99	1	822
Size of place:			
Urban metropolitan	97	3	682
Urban nonmetropolitan	97	3	747
Town and farm	96	4	852

1/ In 1946 one question was asked: "Do you wear readymade summer slips?" Women who said they did not wear special summer slips but wore the same types of slips all year round were included with the "yes" answers. In 1954 when the issue was clarified by the addition of the second question, 53 percent of the women said "yes" to the first question, 44 percent additional to the second; total 97 percent. Because of these differences in questioning, comparisons between the two surveys on the purchase of summer slips are somewhat tenuous.

2/ Age was not ascertained for 5 respondents.

3/ Education was not ascertained for 31 respondents.

4/ Income was not ascertained for 159 respondents.

Table 46.--Women who bought readymade slips: Percentage distribution of replies to the question, "What are the most important things you look for in buying a (summer) slip?"

Replies	Women who bought readymade slips	
	Percent 1/	
Size, cut and fit		55
Fits well(doesn't ride, twist, pull or cling)	41	
Not cut on the bias	20	
Right length	8	
Cut on bias	2	
Specific fibers and weaves		49
Nylon	23	
Cotton	20	
Rayon	9	
Crinkle crepe	5	
Jersey	4	
Silk	2	
Crepe	2	
Kind of material--unspecified	1	
Miscellaneous	3	
Appearance and style		45
Nice looking, plain	18	
Nice looking, fancy	15	
Specific style factor	9	
White	5	
Built-up straps	3	
Pretty color	3	
Adjustable straps	1	
Nice looking, well styled	1	
Miscellaneous	1	
Good laundering qualities		20
Needs little or no ironing	9	
Easily washed and/or ironed	9	
Launders well	3	
Doesn't shrink or stretch	3	
Dries quickly	2	
Stands up well under washing	2	
Miscellaneous	1	
Good workmanship		17
Well made--unspecified	15	
Well made straps	3	
Good wearing qualities, durability		15
Not too sheer a material		11
Right weight, cool		8
Half slip		6
Inexpensive		5
Specific brand name		3
One that feels good next to skin		2
Miscellaneous		3
Number of cases	2,208	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 47.--Women who bought readymade slips: Percentage distribution of fiber preference [1]

Background characteristics	Fiber								Cases
	Nylon	Cotton	Rayon/ acetate	Silk	Mixtures	Miscellaneous fibers	No preference	Not ascertained	
	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Number
United States total:									
1946	--	8	75	--	4	6	4	3	1,547
1954	40	35	22	2	2	1	8	2	2,208
Age group: [3]									
24 years and under	41	39	14	1	1	--	7	3	297
25 to 34 years	47	32	20	1	1	[4]	7	3	533
35 to 44 years	44	35	19	2	2	1	8	1	485
45 to 54 years	38	33	25	3	3	1	8	1	427
55 years and older	32	37	30	3	[4]	1	9	[4]	461
Education: [5]									
None or grade school	25	44	27	3	2	1	10	1	706
High school	45	31	21	2	2	1	7	2	1,160
College	56	28	14	[4]	1	1	6	3	311
Income group: [6]									
Lower	29	41	28	2	1	1	9	1	621
Middle	40	35	21	1	1	[4]	10	1	626
Upper	50	30	18	2	2	1	5	2	811
Size of place:									
Urban metropolitan	48	29	19	3	2	1	7	2	663
Urban nonmetropolitan	45	31	21	2	2	1	7	1	723
Town and farm	30	43	25	1	1	[4]	10	1	822

1/ Respondents' preferences were asked among cotton, rayon or acetate, or some other material.
2/ Percentages add to more than 100 because some respondents expressed a preference for more than 1 fiber.
3/ Age was not ascertained for 5 respondents.
4/ Less than 1 percent.
5/ Education was not ascertained for 31 respondents.
6/ Income was not ascertained for 150 respondents.

Table 48.--Women who bought readymade slips and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber					
	Nylon		Cotton		Rayon/ acetate	
	Percent 1/		Percent 1/		Percent 1/	
Good laundering qualities		89		59		49
Needs no ironing	70		17		7	
Easily washed and/or ironed	42		38		32	
Dries quickly	37		1		2	
Doesn't shrink or stretch	6		3		4	
Launders well	5		16		17	
Can be bleached	-		4		-	
Can be starched	-		1		-	
Colorfast	-		-		2	
Needs no starching	-		-		1	
Miscellaneous	2		-		-	
Good wearing qualities, durability		39		27		30
Appearance and style		13		6		20
Nice looking, fancy	9		1		14	
Nice looking, well styled	1		-		2	
Nice looking, unspecified	1		-		1	
Nice looking, plain	-		2		2	
Miscellaneous	3		3		1	
Comfortable in cut and fit		12		20		29
Prefer specific weave		11		17		9
Jersey	10		-		5	
Crepe	-		16		4	
Satin	-		-		2	
Miscellaneous	2		2		1	
Right weight		8		55		22
Feels good next to skin		8		13		21
Good resistance to soil, wrinkling		2		--		--
Packs easily		2		--		--
Inexpensive		1		6		11
More versatile		1		1		1
Good workmanship		1		1		1
Shadowproof		-		11		8
Practical, suitable		-		7		2
More generally available		-		1		4
Like finish		-		-		1
Miscellaneous		3		3		2
Not ascertained		2/		2/		1
Number of cases	892		769		487	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason

2/ Less than 1 percent.

Table 49.--Percentage distribution of replies to the question: "Do you use readymade short-sleeved blouses?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
United States total:	Percent	Percent	Number
1946	55	45	1,782
1954	68	32	2,281
Age group: 1/			
24 years and under	89	11	300
25 to 34 years	85	15	538
35 to 44 years	74	26	491
45 to 54 years	60	40	441
55 years and older	38	62	506
Education: 2/			
None or grade school	48	52	759
High school	77	23	1,175
College	80	20	316
Income group: 3/			
Lower	54	46	662
Middle	71	29	638
Upper	77	23	822
Size of place:			
Urban metropolitan	69	31	682
Urban nonmetropolitan	71	29	747
Town and farm	63	37	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 50.--Women who used short-sleeved blouses: Percentage distribution of replies to the question, "What are the most important things you look for in buying a short-sleeved blouse?"

Replies	Women who used readymade short-sleeved blouses	
	Percent 1/	
Appearance and style		73
Specific style factors	34	
Nice looking, plain	27	
Pretty colors and designs	21	
Nice looking, well styled	11	
Nice looking, dressy	3	
Nice looking--unspecified	3	
Miscellaneous	2	
Size, cut and fit		31
Comfortable in cut, fits well	24	
Right length	5	
Easy to get into	4	
Good laundering qualities		27
Easily washed and/or ironed	12	
Can be laundered	8	
Colorfast	5	
Doesn't shrink or stretch	3	
Launders well	3	
Needs little or no ironing	2	
Stands up well under washing	1	
Miscellaneous	1	
Specific fibers and weaves		25
Cotton	15	
Nylon	8	
Rayon	4	
Kind of material--unspecified	2	
Crepe	1	
Silk	1	
Miscellaneous	5	
Good workmanship		15
Good wearing qualities, durability		10
Practical, suitable		9
Inexpensive		6
Right weight		5
Specific brand name		4
Not too sheer a material		1
Good resistance to soil and wrinkling		1
Versatility		1
One that feels good next to skin		1
Miscellaneous		3
Number of cases	1,542	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 51.--Women who used readymade short-sleeved blouses: Percentage distribution of fiber preference [1]

Background characteristic	Fiber							Cases
	Cotton	Nylon	Rayon/ acetate	Silk	Miscel- laneous	No pref- erence	Not ascer- tained	
	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Number
United States total:								
1946	23	--	56	--	8	21	4	984
1954	50	19	15	3	3	24	3/	1,542
Age group: [4]								
24 years and under	67	17	9	1	3/	20	-	266
25 to 34 years	56	19	12	1	3	25	1	456
35 to 44 years	48	20	14	2	3	25	-	361
45 to 54 years	40	18	17	6	2	28	3/	265
55 years and older	27	19	28	6	5	22	1	190
Education: [5]								
None or grade school	42	16	20	4	2	25	3/	367
High school	55	18	14	2	1	23	3/	902
College	42	24	12	4	5	30	3/	252
Income group: [6]								
Lower	46	18	16	3	3	25	1	358
Middle	49	18	17	3	2	25	-	455
Upper	54	20	13	3	3	21	3/	631
Size of place:								
Urban metropolitan	53	21	9	3	2	25	-	470
Urban non-metropolitan	51	19	19	3	3	22	-	531
Town and farm	44	18	16	3	3	26	1	541

1/ Respondents' preferences were asked among cotton, rayon or acetate, or some other material.
2/ Percentages add to more than 100 because some respondents gave more than 1 fiber preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 4 respondents.
5/ Education was not ascertained for 21 respondents.
6/ Income was not ascertained for 98 respondents.

Table 52.--Women who used readymade short-sleeved blouses and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber					
	Cotton		Nylon		Rayon/ acetate	
	Percent 1/		Percent 1/		Percent 1/	
Good laundering qualities		78		82		48
Easily washed and/or ironed	46		48		23	
Launders well	25		6		16	
Can be laundered, needs no dry cleaning	10		8		10	
Can be starched	8		-		--	
Colorfast	7		1		5	
Stands up well under washing	5		1		1	
Doesn't shrink or stretch	4		4		6	
Can be bleached	1		-		-	
Needs no ironing	-		51		1	
Dries quickly	-		20		2	
Needs no starching	-		1		2	
Miscellaneous	1		-		-	
Good wearing qualities, durability		26		19		16
Wears well, durable	24		18		16	
Doesn't ravel, fray, pull at seams	4		1		--	
Right weight		26		9		10
Cooler	26		6		6	
Warmer	--		2		2	
Right weight, unspecified	--		1		2	
Appearance and style		21		36		56
Fresh looking	6		3		--	
Nice looking, well styled	4		6		12	
Pretty colors and designs	3		3		4	
Nice looking, unspecified	3		2		7	
Nice looking, plain	3		-		-	
Neat looking	2		2		1	
Cool looking	2		1		-	
Nice looking, dressy	1		22		37	
Miscellaneous	-		--		1	
Practical, suitable		9		4		9
Inexpensive		6		1		3
Comfortable in cut and fit		4		3		8
Feels good next to skin		3		4		13
Good resistance to soil, wrinkling		2		5		3
More versatile		2		3		3
Not too sheer a material		2		2		5
Prefer specific weave		2		2		4
Good workmanship		2		-		2
More available		2		-		-
Sheer material		-		3		-
Good dry cleaning qualities		-		-		7
Like finish		-		-		2
Miscellaneous		2		1		2
Not ascertained		2/		2/		1
Number of cases	764		293		229	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

2/ Less than 1 percent.

Table 53.--Women who used readymade short-sleeved blouses and had a fiber preference: Percentage distribution of replies to the question, "You have just said you preferred _____ for short-sleeved blouses. Is this preference for warm weather, cool weather, or year-round wear?"

Replies	Women who used readymade short-sleeved blouses and preferred:		
	Cotton	Nylon	Rayon/acetate
	Percent	Percent	Percent
For year-round wear	78	80	72
For warm weather wear	1/ 18	2/ 8	2
For cool weather wear	1	3/ 8	4/ 22
Not ascertained	3	4	4
Total	100	100	100
Number of cases	764	293	229

1/ Among those women who preferred cotton readymade short-sleeved blouses for warm weather wear, about a third said they preferred nylon for cool weather wear and a similar proportion preferred rayon or acetate. The remainder gave scattered answers--jersey, wool crepe, silk, etc.

2/ Among those women who preferred nylon readymade short-sleeved blouses for warm weather wear, about a fourth said they preferred rayon for cool weather wear. Cotton, jersey, and silk were named by about a fifth each, with other mentions going to wool, crepe, dacron, etc.

3/ Cotton was by far the leading choice for warm weather wear among those women who thought of nylon short-sleeved blouses as cool-weather clothing.

4/ Among those women who preferred rayon or acetate readymade short-sleeved blouses for cool-weather wear, half said they preferred cotton for warm-weather wear and a third said they didn't wear this type of blouse in cool weather. A few preferred nylon.

Table 54.--Percentage distribution of replies to the question: "Do you use readymade sleeveless blouses--the kind without any sleeves at all?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total: ------	34	66	2,281
Age group: 1/			
24 years and under ----	69	31	300
25 to 34 years --------	54	46	538
35 to 44 years --------	34	66	491
45 to 54 years --------	18	82	441
55 years and older ----	6	94	506
Education: 2/			
None or grade school --	15	85	759
High school ----------	44	56	1,175
College ---------------	42	58	316
Income group: 3/			
Lower -----------------	21	79	662
Middle ----------------	39	61	638
Upper -----------------	43	57	822
Size of place:			
Urban metropolitan ----	40	60	682
Urban non-metropolitan ---------	37	63	747
Town and farm ---------	27	73	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 55.--Women who used readymade sleeveless blouses: Percentage distribution of replies to the question, "What are the most important things you look for in buying a readymade sleeveless blouse?"

Replies	Women who used readymade sleeveless blouses	
	Percent 1/	
Appearance and style		65
Specific style factor	28	
Nice looking, plain	26	
Pretty colors, designs	20	
Nice looking, well styled	9	
Nice looking, dressy	2	
Nice looking, unspecified	2	
Miscellaneous	1	
Size, cut and fit		39
Comfortable in cut, fits well	27	
Easy to get into	9	
Right length	7	
Specific fibers and weaves		29
Cotton	27	
Nylon	2	
Kind of material, unspecified	2	
Miscellaneous	6	
Good laundering qualities		27
Easily washed and/or ironed	12	
Colorfast	7	
Can be laundered, needs no dry cleaning	6	
Does not shrink or stretch	4	
Launders well	3	
Needs no ironing	1	
Miscellaneous	2	
Good workmanship		14
Right weight, cool		11
Good wearing qualities, durability		8
Practical, suitable		6
Inexpensive		6
Specific brand name		3
One that feels good next to skin		2
Not too sheer a material		2
Versatility		1
Sheer material		1
Miscellaneous		2
Number of cases	776	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 56.--Women who used readymade sleeveless blouses: Percentage distribution of fiber preference [1]

Background characteristics	Fiber						Cases
	Cotton	Nylon	Rayon/ acetate	Miscellaneous fibers	No preference	Not ascertained	
	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Number
United States total	82	3	3	3	13	[3]	776
Age group: [4]							
24 years and under	86	3	1	2	10	[3]	206
25 to 34 years	84	1	3	2	13	[3]	292
35 to 44 years	82	4	4	3	13	1	167
45 to 54 years	72	8	6	5	16	-	79
55 years and older	--	-	-	-	--	-	[5] 30
Education: [6]							
None or grade school	74	4	10	3	14	1	113
High school	84	3	2	2	12	[3]	519
College	79	3	1	4	16	1	134
Income group: [7]							
Lower	80	5	4	1	15	1	137
Middle	81	2	3	2	14	-	247
Upper	83	3	3	3	11	1	356
Size of place:							
Urban metropolitan	81	3	4	3	14	1	270
Urban nonmetropolitan	85	4	1	3	10	-	276
Town and farm	79	2	4	1	16	-	230

1/ Respondents' preferences were asked among cotton, rayon or acetate, or some other material.
2/ Percentages add to more than 100 because some respondents gave more than 1 preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 2 respondents.
5/ Number of cases too small for detailed tabulations.
6/ Education was not ascertained for 10 respondents.
7/ Income was not ascertained for 36 respondents.

Table 57.--Women who preferred cotton readymade sleeveless blouses: Percentage distribution of reasons for preference

Reasons	Women who preferred cotton readymade sleeveless blouses	
	Percent 1/	
Good laundering qualities		78
Easily washed and/or ironed	46	
Launders well	28	
Can be laundered, needs no dry cleaning	13	
Colorfast	6	
Can be starched	6	
Doesn't shrink or stretch	6	
Stands up well under washing	4	
Needs no ironing	1	
Can be bleached	1	
Miscellaneous	1	
Right weight, cooler		35
Appearance and style		23
Nice looking, plain	6	
Nice looking, well styled	5	
Fresh looking	4	
Pretty colors and designs	3	
Nice looking, unspecified	3	
Neat looking	2	
Nice looking, dressy	2	
Cool looking	1	
Good wearing qualities, durability		17
Practical, suitable		11
More generally available		5
Inexpensive		5
Comfortable in cut and fit		3
Feels good next to skin		3
Not too sheer a material		3
More versatile		2
Good resistance to soil and wrinkling		2
Prefer specific weaves		2
Good workmanship		1
Miscellaneous		2
Not ascertained		2
Number of cases	636	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 58.--Women who used readymade sleeveless blouses and had a fiber preference: Percentage distribution of replies to the question, "You have just said you preferred _____ for sleeveless blouses. Is this preference for warm weather, cool weather, or year-round wear?"

Replies	Women who used readymade sleeveless blouses and preferred cotton
	Percent
For warm weather wear	1/ 51
For year-round wear	47
For cool weather wear	2/
Not ascertained	2
Total	100
Number of cases	636

1/ Two-thirds of those women who considered cotton sleeveless blouses a warm weather article of clothing said they did not wear sleeveless blouses in cool weather. About a fourth did cite a preferred cool weather material--rayon, nylon, wool, jersey, silk, etc.--none with any large frequency.
2/ Less than 1 percent.

Table 59.--Percentage distribution of replies to the question: "Do you use readymade long-sleeved blouses--the kind where the sleeves go down below the elbow or to the wrist?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
	Percent	Percent	Number
United States total	33	67	2,281
Age group: 1/			
24 years and under	46	54	300
25 to 34 years	39	61	538
35 to 44 years	34	66	491
45 to 54 years	26	74	441
55 years and older	24	76	506
Education: 2/			
None or grade school	20	80	759
High school	36	64	1,175
College	53	47	316
Income group: 3/			
Lower	29	71	662
Middle	31	69	638
Upper	39	61	822
Size of place:			
Urban metropolitan	35	65	682
Urban nonmetropolitan	38	62	747
Town and farm	27	73	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 60.--Women who used readymade long-sleeved blouses: Percentage distribution of replies to the question, "What are the most important things you look for in buying a readymade long-sleeved blouse?"

Replies	Women who used readymade long-sleeved blouses	
	Percent 1/	
Appearance and style		75
Specific style factor	41	
Nice looking, plain	28	
Pretty colors and designs	21	
Nice looking, dressy	10	
Nice looking, well styled	8	
Nice looking, unspecified	4	
Miscellaneous	1	
Size, cut and fit		36
Comfortable in cut, fits well	31	
Easy to get into	6	
Right length	4	
Specific fibers and weaves		25
Cotton	8	
Nylon	7	
Rayon	6	
Silk	4	
Jersey	2	
Crepe	2	
Wool	1	
Miscellaneous	4	
Good laundering qualities		17
Can be washed, needs no dry cleaning	7	
Easily washed and/or ironed	6	
Will not shrink or stretch	2	
Colorfast	2	
Launders well	1	
Miscellaneous	1	
Good workmanship		16
Good wearing qualities, durability		12
Practical, suitable		9
Right weight, warm		4
Inexpensive		3
One that feels good next to skin		2
Good resistance to soil and wrinkling		2
Specific brand name		2
Sheer material		1
Versatility		1
Good dry cleaning qualities		1
Miscellaneous		1
No important things looked for		2
Number of cases	750	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 61.--Women who used readymade long-sleeved blouses: Percentage distribution of fiber preference [1]

Background characteristics	Fiber									Cases
	Rayon/ acetate	Cotton	Nylon	Silk	Wool	Mixture	Miscel-laneous	No prefer-ence	Not ascer-tained	
	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Number
United States total -------	29	25	17	7	2	1	1	25	1	750
Age group: [3]										
24 years and under ------	20	44	19	3	2	--	1	20	--	139
25 to 34 years ----------	30	25	18	4	3	1	2	28	[4]	210
35 to 44 years ----------	32	25	20	4	2	4	2	20	--	165
45 to 54 years ----------	27	17	12	13	2	1	2	32	1	111
55 years and older ------	33	9	12	14	2	1	--	28	2	123
Education: [5]										
None or grade school ----	36	17	13	7	1	1	1	29	1	150
High school -------------	28	26	18	7	2	2	2	23	[4]	427
College -----------------	23	25	17	7	4	1	1	30	1	166
Income group: [6]										
Lower -------------------	34	19	13	7	2	2	1	29	1	194
Middle ------------------	33	22	17	5	2	2	1	25	1	195
Upper -------------------	24	31	20	8	3	1	2	21	--	322
Size of place:										
Urban metropolitan ------	23	29	17	8	32	2	2	27	--	239
Urban nonmetropolitan ---	34	24	17	7	2	1	1	20	1	282
Town and farm -----------	29	21	17	4	2	1	2	30	[4]	229

[1] Respondents' preferences were asked among cotton, or rayon or acetate, or some other material.
[2] Percentages add to more than 100 because some respondents gave more than 1 fiber preference.
[3] Age was not ascertained for 2 respondents.
[4] Less than 1 percent.
[5] Education was not ascertained for 7 respondents.
[6] Income was not ascertained for 39 respondents.

Table 62.--Women who used readymade long-sleeved blouses and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber					
	Rayon/ acetate		Cotton		Nylon	
	Percent	1/	Percent	1/	Percent	1/
Appearance and style		69		28		46
Nice looking, dressy	51		5		31	
Nice looking, well styled	7		3		9	
Pretty colors and designs	5		4		7	
Nice looking, plain	4		7		--	
Nice looking, unspecified	3		2		1	
More slenderizing	2		--		1	
Fresh looking	1		7		4	
Neat looking	1		2		2	
Cool looking	1		1		--	
Good laundering qualities		37		74		82
Easily washed and/or ironed	22		51		50	
Launders well	8		14		9	
Can be laundered, needs no dry cleaning	8		14		9	
Colorfast	2		5		--	
Doesn't shrink or stretch	2		3		2	
Needs no starching	2		--		2	
Dries quickly	1		--		25	
Stands up well under washing	1		5		1	
Can be starched	--		5		--	
Can be bleached	--		2		--	
Needs little or no ironing	--		--		54	
Right weight		17		12		8
Warmer	9		4		6	
Cooler	5		7		2	
Right weight, unspecified	3		2		1	
Feels good next to skin		16		3		5
Good wearing qualities, durability		11		22		14
Comfortable in cut and fit		11		3		5
Good dry cleaning qualities		10		--		--
Dry cleans well	7		--		--	
Can be dry cleaned	3		--		--	
Good resistance to soil, wrinkling		8		6		7
Inexpensive		4		4		2
Prefer specific weave		4		2		4
More versatile		4		2		2
Practical, suitable		3		9		1
Like finish		3		--		--
Not too sheer a material		1		2		2
More generally available		1		1		2
Good workmanship		2/		2		1
Sheer material		--		--		3
Miscellaneous		2		2		1
Not ascertained		2		4		1
Number of cases	216		184		127	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

2/ Less than 1 percent.

Table 63.--Women who used readymade long-sleeved blouses and had a fiber preference: Percentage distribution of replies to the question: "You have just said you preferred _____ for long-sleeved blouses. Is this preference for warm weather, cool weather, or year-round wear?"

Replies	Women who used readymade long-sleeved blouses and preferred:		
	Rayon/acetate	Cotton	Nylon
	Percent	Percent	Percent
For year-round wear	44	74	57
For cool weather wear	1/ 53	20	39
For warm weather wear	1	5	2
Not ascertained	2	1	2
Total	100	100	100
Number of cases	219	184	127

1/ Almost half of those women who considered rayon or acetate long-sleeved blouses a cool weather article of clothing said they did not wear this type of blouse in warm weather. More than 4 in 10 said they preferred cotton long-sleeved blouses for warm weather wear, and about 1 in 10 said she preferred nylon.

Table 64.--Women who did not use readymade blouses: Percentage distribution of replies to the question, "How does it happen you don't wear this type of blouse?"

Replies	Women who did not use readymade:		
	Short-sleeved blouses	Sleeveless blouses	Long-sleeved blouses
	Percent	Percent	Percent
Prefer other type of apparel	50	49	72
Not becoming	29	35	15
Made own or had them made	12	6	3
Expensive	3	1	2
Just don't wear them	1	4	2
No need for them	1	1	1
Can't find proper size	1	--	3
Not right weight	1	--	--
Not practical to have special seasonal apparel	--	1	--
Too warm	--	--	4
Miscellaneous	1	3	2
Not ascertained	1	--	--
Total	100	100	1/
Number of cases	737	1,505	1,531

1/ Percentages total to more than 100 because some respondents gave more than 1 reason.

Table 65.--Percentage distribution of replies to the question: "Now I'd like to talk about sport shorts--the kind that may be different lengths, but they stop at the knee or above the knee. Do you ever use readymade shorts of this type?"

Background characteristics	Respondents who answered: Yes	Respondents who answered: No	Cases
	Percent	Percent	Number
United States total	29	71	2,281
Age group: 1/			
24 years and under	65	35	300
25 to 34 years	50	50	538
35 to 44 years	30	70	491
45 to 54 years	10	90	441
55 years and older	3	97	506
Education: 2/			
None or grade school	8	92	759
High school	38	62	1,175
College	46	54	316
Income group: 3/			
Lower	16	84	662
Middle	29	71	638
Upper	42	58	822
Size of place:			
Urban metropolitan	34	66	682
Urban nonmetropolitan	33	67	747
Town and farm	22	78	852

1/ Age was not ascertained for 5 respondents.

2/ Education was not ascertained for 31 respondents.

3/ Income was not ascertained for 159 respondents.

Table 66.--Women who used readymade shorts: Percentage distribution of replies to the question: "What are the most important things you look for in buying shorts?"

Characteristics	Women who used readymade shorts	
	Percent	1/
Appearance and style		72
Medium length leg	22	
Nice colors, designs	21	
Specific style factors	11	
Ones with cuffs	11	
Nice looking, plain	10	
Short length leg	9	
Nice looking, well styled	6	
Knee length or just above	5	
Nice looking, unspecified	1	
Neat looking	1	
Size, cut and fit		54
Comfortable in cut, fits well	46	
Tight leg	8	
Not too tight a leg	3	
Specific fibers and weaves		30
Cotton	18	
Denim	8	
Gabardine	5	
Twill	2	
Miscellaneous	7	
Good laundering qualities		24
Can be laundered, needs no dry cleaning	8	
Doesn't shrink or stretch	8	
Easily washed and/or ironed	6	
Colorfast	6	
Launders well	1	
Stands up well under washing	1	
Miscellaneous	1	
Good workmanship		14
Good wearing qualities, durability		13
Right weight		9
Inexpensive		4
Good resistance to soil, wrinkling		3
Specific brand name		1
Miscellaneous		3
No important thing looked for		2
Number of cases	665	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 67.--Women who used readymade shorts: Percentage distribution of fiber preference [1]

Background characteristics	Fiber							Cases
	Cotton	Rayon/ acetate	Linen	Nylon	Mixture	No preference	Not ascertained	
	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Percent [2]	Number
United States total	89	2	2	1	1	6	1	665
Age group: [3]								
24 years and under	91	1	1	1	1	6	1	194
25 to 34 years	87	2	2	[4]	1	7	2	268
35 to 44 years	91	3	2	1	2	3	--	145
45 to 54 years	--	--	--	--	--	--	--	[5] 42
55 years and older	--	--	--	--	--	--	--	[5] 14
Education: [6]								
None or grade school	84	3	--	--	3	7	5	61
High school	91	1	1	[4]	2	5	1	449
College	84	4	3	2	--	9	1	145
Income group: [7]								
Lower	87	3	--	--	2	7	2	107
Middle	90	2	1	--	1	5	2	184
Upper	89	2	3	1	1	5	1	348
Size of place:								
Urban metropolitan	86	4	3	1	2	6	1	231
Urban nonmetropolitan	89	[4]	1	1	1	7	1	248
Town and farm	92	2	--	--	1	5	2	186

1/ Respondents' preferences were asked among cotton, rayon or acetate, some other material, or a mixture.
2/ Percentages add to more than 100 because some respondents gave more than 1 preference.
3/ Age was not ascertained for 2 respondents.
4/ Less than 1 percent.
5/ Number of cases too small for detailed tabulation.
6/ Education was not ascertained for 10 respondents.
7/ Income was not ascertained for 26 respondents.

Table 68.--Women who preferred cotton readymade shorts: Percentage distribution of reasons for preference

Reasons	Women who preferred cotton readymade shorts	
	Percent	1/
Good laundering qualities		83
Easily washed and/or ironed	58	
Launders well	14	
Can be laundered, needs no dry cleaning	13	
Doesn't shrink or stretch	11	
Colorfast	10	
Stands up well under washing	6	
Can be starched	4	
Needs no ironing	3	
Miscellaneous	2	
Good wearing qualities, durability		37
Right weight		29
Prefer specific weaves		14
Denim	8	
Gabardine	4	
Twill	2	
Miscellaneous	3	
Appearance and style		11
Nice colors and designs	4	
Nice looking, unspecified	3	
Nice looking, well styled	2	
Fresh looking	1	
Miscellaneous	2	
Good resistance to soil, wrinkling		6
Comfortable in cut and fit		5
More generally available		5
Practical, suitable		4
Feels good next to skin		4
Inexpensive		3
Good workmanship		1
Miscellaneous		2
Number of cases	590	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 69.--Women who used readymade shorts: Percentage distribution of replies to the questions, "Is there anything about readymade cotton shorts that you don't like?" "What is it?

Replies	Women who used readymade shorts	
	Percent 1/	
Size, cut and fit		26
Not right length	11	
Not comfortable in cut, don't fit well	9	
Flared legs	6	
Not made in standardized sizes	4	
Waistband uncomfortable	3	
Appearance and style		10
Specific style factors unsatisfactory	8	
Not nice looking, too fancy	1	
Poor selection of colors, designs	1	
Not nice looking, poorly styled	1	
Poor workmanship		5
Poor laundering qualities		4
Shrinks and/or stretches	2	
Not colorfast	2	
Doesn't wash and/or iron easily	1	
Miscellaneous	2/	
Not right weight		2
Poor wearing qualities		2
Not wrinkle resistant		2
Miscellaneous		1
Nothing disliked		59
Not ascertained		1
Number of cases	665	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reply.
2/ Less than 1 percent.

Table 70.--Women who did not use readymade shorts: Percentage distribution of replies to the question, "How does it happen you don't wear this type of shorts?"

Replies	Women who did not use readymade shorts	
	Percent 1/	
Unbecoming or unsuitable		87
Unbecoming to figure	48	
Too old to wear shorts	35	
They are immodest	20	
Husband doesn't approve	5	
No need for them		6
Prefer other type of apparel		5
Make own or have them made		3
Just don't wear them		3
Miscellaneous		3
Number of cases	1,616	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 71.--Percentage distribution of replies to the question: "Now we'd like to talk about slacks worn in the summer. We want to include all different kinds of summer slacks, the ones that come just below the knees and the regular long ones, including things like blue jeans and dungarees. Do you ever use readymade summer slacks?"

Background characteristics	Respondents who answered		Cases
	Yes	No	
	Percent	Percent	Number
United States total	39	61	2,281
Age group: 1/			
24 years and under	67	33	300
25 to 34 years	55	45	538
35 to 44 years	43	57	491
45 to 54 years	26	74	441
55 years and older	12	88	506
Education: 2/			
None or grade school	22	78	759
High school	46	54	1,175
College	51	49	316
Income group: 3/			
Lower	26	74	662
Middle	41	59	638
Upper	49	51	822
Size of place:			
Urban metropolitan	38	62	682
Urban nonmetropolitan	38	62	747
Town and farm	40	60	852

1/ Age was not ascertained for 5 respondents.

2/ Education was not ascertained for 31 respondents.

3/ Income was not ascertained for 159 respondents.

Table 72.--Women who used readymade summer slacks: Percentage distribution of replies to the question, "What are the most important things you look for in buying summer slacks?"

Characteristics	Women who used readymade summer slacks	
	Percent 1/	
Appearance and style		69
Blue jeans or dungarees	39	
Specific style factors	17	
Nice colors, designs	16	
Pedal pushers	9	
Nice looking, plain	5	
Nice looking, well styled	3	
Miscellaneous	2	
Size, cut and fit		51
Comfortable in cut, fits well	38	
Good fit at hips	16	
Right length	4	
Loose fitting legs	2	
Good laundering qualities		27
Doesn't shrink and/or stretch	10	
Can be laundered, needs no dry cleaning	8	
Easily washed and/or ironed	7	
Colorfast	6	
Launders well	2	
Needs little or no ironing	1	
Miscellaneous	1	
Specific fibers and weaves		24
Cotton	9	
Denim	8	
Gabardine	6	
Rayon	3	
Wool	1	
Miscellaneous	5	
Good wearing qualities, durability		17
Good workmanship		15
Right weight		11
Cool	6	
Warm	3	
Right weight, unspecified	2	
Good resistance to soil and wrinkling		9
Inexpensive		5
Practical, suitable		2
One that feels good next to skin		1
Specific brand name		1
Miscellaneous		2
No important things looked for		2
Number of cases	886	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 73.--Women who used readymade summer slacks: Percentage distribution of fiber preference [1]

Background characteristics	Fiber							Cases
	Cotton	Rayon/ acetate	Mixture	Wool	Miscellaneous fibers	No preference	Not ascertained	
	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Number
United States total -----	74	9	5	1	1	8	3	886
Age group: [3]								
24 years and under --	78	7	5	1	-	8	4	200
25 to 34 years ------	73	9	6	1	2	9	2	295
35 to 44 years ------	76	12	3	2	1	6	3	213
45 to 54 years ------	66	12	8	1	1	10	3	115
55 years and older --	72	8	7	3	-	10	2	61
Education: [4]								
None or grade school-	75	7	7	1	-	7	5	169
High school ---------	74	10	5	2	1	8	2	542
College ------------	70	9	6	1	2	11	5	160
Income group: [5]								
Lower ---------------	75	9	4	2	1	8	3	172
Middle --------------	71	10	5	[6]	2	12	2	259
Upper ---------------	74	9	6	2	1	7	3	402
Size of place:								
Urban metropolitan --	68	12	7	3	2	8	3	259
Urban nonmetropolitan	72	12	3	1	-	10	5	284
Town and farm -------	79	6	6	1	1	7	2	343

[1] Respondents' preferences were asked among cotton, rayon or acetate, some other material, a mixture.
[2] Percentages may total to more than 100 because some respondents gave more than 1 fiber preference.
[3] Age was not ascertained for 2 respondents.
[4] Education was not ascertained for 15 respondents.
[5] Income was not ascertained for 53 respondents.
[6] Less than 1 percent.

Table 74.--Women who used readymade summer slacks and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber			
	Cotton		Rayon/ acetate	
	Percent 1/		Percent 1/	
Good laundering qualities		73		31
Easily washed and/or ironed	46		10	
Can be laundered, needs no dry cleaning	16		7	
Launders well	11		2	
Colorfast	9		4	
Doesn't shrink or stretch	8		13	
Stands up well under washing	8		--	
Needs no ironing	6		1	
Can be starched	1		-	
Needs no starch	-		1	
Dries quickly	-		1	
Good wearing qualities, durability		40		11
Right weight		21		35
More generally available		15		1
Prefer specific weaves		14		33
Denim	8		-	
Gabardine	4		30	
Corduroy	1		-	
Twill	1		-	
Miscellaneous	1		4	
Appearance and style		7		43
Nice looking, well styled	2		7	
Nice colors and designs	2		5	
Nice looking, unspecified	1		6	
Neat looking	1		1	
Nice looking, dressy	-		20	
More slenderizing	-		4	
Nice looking, plain	-		2	
Fresh looking	-		1	
Cool looking	-		1	
Miscellaneous	2		-	
Good resistance to soil and wrinkling		7		43
Doesn't wrinkle easily	5		43	
Doesn't soil easily	3		4	
Comfortable in cut and fit		4		7
Inexpensive		4		1
Practical, suitable		4		-
Feels good next to skin		3		14
Good workmanship		2		1
Good dry cleaning qualities		-		12
Miscellaneous		3		-
Not ascertained		3		4
Number of cases	651		84	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 75.--Women who used readymade summer slacks: Percentage distribution of replies to the questions, "Is there anything about readymade cotton slacks you don't like? What is it?"

Replies	Women who used readymade summer slacks	
	Percent 1/	
Size, cut and fit		15
Not comfortable in cut, don't fit well	9	
Waistband uncomfortable	3	
Not made in standardized sizes	2	
Not right length	1	
Don't like tight legs	1	
Don't like flared legs	1	
Appearance and style		6
Specific style factors unsatisfactory	3	
Unbecoming to figure	1	
Poor selection of colors	1	
Not nice looking	1	
Miscellaneous	1	
Poor laundering qualities		5
Not colorfast	2	
Shrinks and/or stretches	2	
Not easily washed and/or ironed	1	
Miscellaneous	1	
Wrinkle easily		5
Not right weight		2
Poor workmanship		2
They are too warm		1
Poor wearing qualities, not durable		1
Cheaper ones inferior		1
Miscellaneous		1
Not ascertained		3
Nothing disliked		69
Number of cases	886	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 76.--Women who did not use readymade summer slacks: Percentage distribution of replies to the question, "How does it happen that you don't buy summer slacks?"

Replies	Women who did not use readymade summer slacks	
	Percent [1]	
Unbecoming or unsuitable		71
Unbecoming to figure	43	
Too old to wear slacks	23	
They are immodest	16	
Husband doesn't approve	3	
They are too warm		14
Prefer other type of apparel		10
No need for them		6
Not comfortable in cut and fit		5
Just don't wear them		5
Expensive		1
Make own or have them made		1
Miscellaneous		1
Number of cases	1,395	

[1] Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 reason.

Table 77.--Percentage distribution of replies to the question, "Do you wear anklets?"

Background characteristics	Respondents who answered:		Cases
	Yes	No	
United States total:	Percent	Percent	Number
1946	39	61	1,782
1954	39	61	2,281
Age group: [1]			
24 years and under	70	30	300
25 to 34 years	57	43	538
35 to 44 years	37	63	491
45 to 54 years	27	73	441
55 years and older	15	85	506
Education: [2]			
None or grade school	30	70	759
High school	45	55	1,175
College	42	58	316
Income group: [3]			
Lower	34	66	662
Middle	44	56	638
Upper	41	59	822
Size of place:			
Urban metropolitan	37	63	682
Urban nonmetropolitan	36	64	747
Town and farm	44	56	852

[1] Age was not ascertained for 5 respondents.
[2] Education was not ascertained for 31 respondents.
[3] Income was not ascertained for 159 respondents.

Table 78.--Women who wore anklets: Percentage distribution of replies to the question, "What are the most important things you look for in buying anklets?"

Characteristics	Women who wore anklets	
	Percent 1/	
Appearance and style		58
White	23	
Cuffed top	15	
Come in attractive colors	9	
Ribbed or elastic top	8	
Rib woven	7	
Solid colors	4	
Specific style factors	3	
Nice looking, plain	2	
Hemmed top	2	
Woven in one piece	2	
Miscellaneous	2	
Comfort		36
Fit well	34	
Right length	3	
Prefer specific fiber		35
Cotton	27	
Nylon	8	
Mixture	2	
Rayon	1	
Wool	1	
Good laundering qualities		24
Don't shrink and/or stretch	15	
Easily washed	5	
Colorfast	4	
Can be bleached	2	
Miscellaneous	2	
Good wearing qualities, durability		23
Wear well, are durable	14	
Nylon-reinforced heel and toe	11	
Not flimsy material	2	
Right weight		19
Light weight	13	
Heavy weight	5	
Right weight, unspecified	1	
Cooler	1	
Inexpensive		4
Good resistance to soil and perspiration		3
Specific brand		2
Those that feel good next to skin		2
Practical, suitable		1
Miscellaneous		1
No important things looked for		1
Number of cases	899	

1/ Percentages (left column) total to more than their subtotals (right column) and these total to more than 100 because some respondents mentioned more than 1 characteristic.

Table 79.--Women who wore anklets: Percentage distribution of fiber preference [1]

Background characteristics	Fiber							Cases
	Cotton	Nylon	Mixture	Wool	Miscellaneous fibers	No preference	Not ascertained	
United States total:	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Percent[2]	Number
1946	71	--	9	3	3	7	7	687
1954	73	11	8	3	1	7	3/	899
Age group: [4]								
24 years and under	73	7	9	5	-	9	1	210
25 to 34 years	70	13	9	3	1	6	3/	305
35 to 44 years	76	11	8	1	2	6	-	184
45 to 54 years	78	12	4	2	2	5	-	121
55 years and older	68	12	5	-	4	10	1	77
Education: [4]								
None or grade school	75	8	6	1	4	8	3/	224
High school	73	10	8	2	1	7	1	531
College	67	18	9	7	-	2	-	134
Income group: [6]								
Lower	76	7	8	2	3	8	3/	225
Middle	72	12	8	2	1	6	-	282
Upper	73	11	8	4	1	5	1	341
Size of place:								
Urban metropolitan	78	11	5	4	3/	6	-	253
Urban nonmetropolitan	70	10	9	3	1	9	3/	269
Town and farm	71	12	9	1	2	6	1	377

1/ Respondents' preferences were asked among cotton, rayon or acetate, wool, some other material, or a mixture.
2/ Percentages add to more than 100 because some respondents gave more than 1 preference.
3/ Less than 1 percent.
4/ Age was not ascertained for 2 respondents.
5/ Education was not ascertained for 10 respondents.
6/ Income was not ascertained for 51 respondents.

Table 80.--Women who wore anklets and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber			
	Cotton		Nylon	
	Percent 1/		Percent 1/	
Good laundering qualities		61		69
Easily washed	39		35	
Can be bleached	15		6	
Doesn't shrink or stretch	13		30	
Launders well	12		7	
Colorfast	5		2	
Dries quickly	1		29	
Stands up well under washing	1		1	
Good wearing qualities, durability		40		69
Right weight		16		5
Cooler	11		2	
Not bulky or heavy	3		1	
Warmer	2		1	
Heavy weight	2		-	
Right weight, unspecified	-		1	
Good resistance to soil,perspiration		12		4
More comfortable		11		16
More comfortable fit, ease of getting into	7		13	
Stay up better	4		5	
Good workmanship		8		4
Feel good next to skin		7		5
Appearance and style		7		4
Come in attractive colors	4		3	
Nice looking, unspecified	1		1	
Neat looking	-		1	
Miscellaneous	2		-	
Inexpensive		7		2
More generally available		5		1
Practical, suitable		-		2
Like it, general		-		1
Miscellaneous		4		-
Don't know		1		2
Number of cases	655		98	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 81.--Percentage distribution of replies to the question: "What kind of coat do you wear in rainy weather in the spring and fall?"

Background characteristics	Respondents who said they:		Cases
	Wore special coat for rainy weather	Did not wear special coat for rainy weather	
	Percent	Percent	Number
United States total:			
1946	28	72	1,782
1954	39	61	2,281
Age group: 1/			
24 years and under	45	55	300
25 to 34 years	43	57	538
35 to 44 years	40	60	491
45 to 54 years	39	61	441
55 years and older	31	69	506
Education: 2/			
None or grade school	26	74	759
High school	43	57	1,175
College	58	42	316
Income group: 3/			
Lower	36	64	662
Middle	35	65	638
Upper	47	53	822
Size of place:			
Urban metropolitan	41	59	682
Urban nonmetropolitan	46	54	747
Town and farm	32	68	852

1/ Age was not ascertained for 5 respondents.
2/ Education was not ascertained for 31 respondents.
3/ Income was not ascertained for 159 respondents.

Table 82.--Women who wore a special coat for rainy weather in the spring and fall: Percentage distribution of replies to the question, "What are the most important things you look for in buying this kind of coat (raincoat)?"

Characteristics	Women who wore a special coat for rainy weather	
	Percent 1/	
Good resistance qualities		53
Water resistant	51	
Doesn't wrinkle	2	
Doesn't show dirt	1	
Appearance and style		41
Specific style factors	17	
Pretty colors and designs	15	
Nice looking, well styled	11	
Nice looking, dressy	4	
Nice looking, plain	3	
Nice looking, unspecified	2	
Lined	1	
Size, cut and fit		28
Comfortable in cut	15	
Comfortable over suit or coat	11	
Right length	7	
Right weight		14
Right weight, unspecified	10	
Warm	3	
Cool	1	
Specific fibers and materials		13
Plastic	7	
Rayon	1	
Mixture	1	
Miscellaneous	6	
Good wearing qualities, durability		9
Versatility		8
Can be worn on different occasions	6	
Reversible	2	
Practical, suitable		6
Good workmanship		4
Good laundering qualities		3
Permanent waterproofing		2
Packs well		2
Specific brand name		1
Miscellaneous		3
No important things looked for		2
Don't know, not ascertained		4
Number of cases	896	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents gave more than 1 characteristic.

Table 83.--Women who wore raincoats: Percentage distribution of fiber preference [1/]

Background characteristics	Fibers and weaves									Cases
	Plastics	Cotton	Rayon/ acetate	Mixture	Wool	Gabar-dine	Miscel-laneous fibers	No pref-erence	Not ascer-tained	
Readymade	Percent[2/]	Percent[2/]	Percent[2/]	Percent[2/]	Percent[2/]	Percent[2/]	Percent[2/]	Percent[2/]	Percent[2/]	Number
United States total:										
1946	8	29	15	16	5	-	5	15	7	502
1954	30	17	15	6	3	3	5	19	5	896
Age group: [3/]										
24 years and under	27	24	12	10	1	3	3	20	2	136
25 to 34 years	27	16	17	8	4	3	2	19	5	231
35 to 44 years	29	17	14	6	3	4	6	20	3	198
45 to 54 years	33	17	13	5	1	2	5	19	6	172
55 years and older	34	14	10	4	4	1	8	17	8	157
Education: [4/]										
None or grade school	40	16	10	6	2	3	5	15	6	194
High school	27	19	15	7	2	3	4	20	4	507
College	28	12	12	7	5	3	7	21	5	184
Income group: [5/]										
Lower	39	14	12	4	3	3	4	14	7	237
Middle	31	21	11	5	3	2	5	18	5	220
Upper	23	18	16	9	2	3	4	22	4	385
Size of place:										
Urban metropolitan	19	22	17	8	4	4	7	18	3	279
Urban nonmetropolitan	33	15	13	7	2	3	4	22	3	346
Town and farm	37	14	11	5	2	2	3	17	9	271

1/ Respondents' preferences were asked among rayon or acetate, cotton, or some other material.
2/ Percentages add to more than 100 because some respondents gave more than 1 fiber preference.
3/ Age was not ascertained for 2 respondents.
4/ Education was not ascertained for 11 respondents.
5/ Income was not ascertained for 54 respondents.

Table 84.--Women who wore raincoats and preferred certain fibers: Percentage distribution of reasons for preference

Reasons	Fiber					
	Plastics		Cotton		Rayon/acetate	
	Percent	1/	Percent	1/	Percent	1/
Good resistance qualities		38		31		37
Water repellent, waterproof	36		26		32	
Doesn't soil easily	2		5		6	
Doesn't wrinkle easily	--		7		6	
Inexpensive		29		4		5
Packs easily		28		--		--
Right weight		22		27		25
Right weight, unspecified	21		15		10	
Cooler	2		7		11	
Warmer	--		8		5	
Good laundering qualities		14		5		9
Can be wiped off	9		--		1	
Can be laundered, needs no dry cleaning	2		2		1	
Dries quickly	2		--		1	
Colorfast	--		--		2	
Easily washed and/or ironed	1		3		1	
Doesn't shrink or stretch	--		2		4	
Launders well	--		1		1	
Miscellaneous	--		1		1	
Comfort		9		7		4
Comfortable over suit or coat	9		5		1	
Comfortable in cut, fits well	--		2		3	
Good wearing qualities, durability		8		29		15
Practical, suitable		6		10		10
Appearance and style		4		24		45
Nice looking, well styled	1		8		12	
Nice looking, unspecified	1		5		10	
Comes in pretty colors, designs	1		1		10	
Nice looking, dressy	--		10		18	
Nice looking, plain	--		1		1	
Neat looking	--		1		7	
More slenderizing	--		1		--	
Miscellaneous	1		--		1	
Specific brand name		3		--		--
More generally available		2		3		2
Prefer specific weaves		--		68		34
Gabardine	--		43		28	
Corduroy	--		20		--	
Miscellaneous	--		5		6	
Good dry cleaning qualities		--		12		8
Dry cleans well	--		6		2	
Retains waterproofing	--		5		7	
Can be dry cleaned	--		1		1	
More versatile		--		5		6
Feels good next to skin		--		2		3
Miscellaneous		3		1		5
Not ascertained		7		5		4
Number of cases	268		153		121	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents mentioned more than 1 characteristic.

Table 85.--Percentage distribution of replies to the questions, "Do you wear aprons for work around the house?" and "Do you buy them readymade?"

Background characteristics	Wore aprons				Did not wear aprons	Not ascertained	Cases
	Readymade	Made own	Gifts	Total			
	Percent	Percent	Percent	Percent	Percent	Percent	Number
United States total:							
1946	30	42	4	76	23	1	1,782
1954	34	37	3	74	26	1/	2,281
Age group: 2/							
24 years and under	24	26	2	52	48	--	300
25 to 34 years	32	29	4	65	35	--	538
35 to 44 years	37	34	3	74	26	1/	491
45 to 54 years	41	38	3	82	18	--	441
55 years and older	32	55	3	90	10	--	506
Education: 3/							
None or grade school	34	46	2	82	18	1/	759
High school	35	31	4	70	30	--	1,175
College	29	37	5	71	29	1/	316
Income group: 4/							
Lower	30	47	2	79	21	--	662
Middle	30	38	4	72	28	--	638
Upper	39	28	3	70	29	1	822
Size of place:							
Urban metropolitan	53	19	3	75	25	1/	682
Urban nonmetropolitan	30	36	5	71	29	--	747
Town and farm	22	51	2	75	25	--	852

1/ Less than 1 percent.
2/ Age was not ascertained for 5 respondents.
3/ Education was not ascertained for 31 respondents.
4/ Income was not ascertained for 159 respondents.

Table 86.--Women who wore readymade aprons: Percentage distribution of replies to the question, "What are the most important things you look for when you buy an apron?"

Characteristics	Women who wore readymade aprons	
	Percent	1/
Good appearance and style		71
Specific style factors	60	
Pretty colors and designs	25	
Nice looking, plain	9	
Nice looking, well styled	7	
Nice looking, fancy	3	
Miscellaneous	2	
Specific fibers and weaves		41
Cotton	36	
Plastic	8	
Miscellaneous	2	
Good laundering qualities		22
Colorfast	9	
Easily washed and/or ironed	8	
Can be laundered	2	
Launders well	2	
Stands up well under washing	1	
Does not shrink or stretch	1	
Miscellaneous	2	
Cut and fit		14
Comfortable in cut	12	
Right length	2	
Good wearing qualities, durability		9
Good workmanship		6
Inexpensive		3
Right weight		2
Practical, suitable		1
Good resistance to dirt		1
Miscellaneous		2
Number of cases	770	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents mentioned more than 1 characteristic.

Table 87.--Women who wore readymade aprons: Percentage distribution of replies to the question, "In buying an apron would you rather have one made of cotton, one made of rayon or acetate, or one made of plastic materials -- or doesn't it make any difference to you?"

Background characteristics	Fiber			Not ascertained	Cases
	Cotton	Plastic	No difference		
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Number
United States total:					
1946	80	8	7	5	532
1954	81	11	3	5	770
Age group: 2/					
24 years and under	75	20	3	6	71
25 to 34 years	78	12	6	5	173
35 to 44 years	80	12	4	6	180
45 to 54 years	81	10	1	8	180
55 years and older	86	9	2	3	162
Education: 3/					
None or grade school	81	10	3	6	258
High school	80	13	2	5	411
College	84	8	5	4	92
Income group: 4/					
Lower	75	16	4	6	198
Middle	81	8	4	7	191
Upper	84	10	2	4	322
Size of place:					
Urban metropolitan	86	7	3	4	360
Urban nonmetropolitan	77	15	3	5	226
Town and farm	74	15	5	8	184

1/ Percentages add to more than 100 because some respondents expressed a preference for more than 1 fiber.

2/ Age was not ascertained for 4 respondents.

3/ Education was not ascertained for 9 respondents.

4/ Income was not ascertained for 59 respondents.

Table 88.--Women who made their own aprons: Percentage distribution of replies to the question, "What do you make them of?"

Background characteristics	Cotton			Other fibers and weaves	Not ascertained	Cases
	Yardgoods	Flour or Feed sacks	Total			
	Percent 1/	Percent 1/	Percent 1/	Percent	Percent	Number
United States total ----	81	23	93	2	5	845
Age group:						
24 years and under ---	77	15	88	4	8	78
25 to 34 years -------	81	16	93	1	6	154
35 to 44 years -------	73	26	93	1	6	165
45 to 54 years -------	83	25	96	1	3	169
55 years and older ---	85	26	96	2	2	279
Education: 2/						
None or grade school -	79	28	96	1	3	347
High school ----------	78	21	94	1	5	370
College ----------	87	15	93	3	4	117
Income group: 3/						
Lower ----------	76	30	95	1	4	312
Middle ----------	80	22	97	1	2	243
Upper ----------	84	17	91	3	6	228
Size of place:						
Urban metropolitan ---	92	13	86	6	8	127
Urban nonmetropolitan	89	17	95	1	4	271
Town and farm --------	71	30	96	1	3	447

1/ Cotton subtotals add to more than cotton totals because some respondents said they made aprons of more than 1 type of cotton.

2/ Education was not ascertained for 11 respondents.

3/ Income was not ascertained for 62 respondents.

Table 89.--Women who bought readymade aprons: Percentage distribution of replies to the question, "Have you ever used a rayon apron?"

Replies	Women who bought readymade aprons	
	1946	1954
	Percent	Percent
Yes	9	1/ 5
No	91	95
Total	100	100
Number of cases	600	770

1/ Cases were too few for an analysis of question, "What do you think of rayon aprons in comparison with cotton aprons or plastic aprons?"

Table 90.--Women who bought readymade aprons: Percentage distribution of replies to the question, "Have you ever used a plastic apron?"

Replies	Women who bought readymade aprons	
	1946	1954
	Percent	Percent
Yes	33	76
No	67	24
Total	100	100
Number of cases	600	770

Table 91.--Women who bought plastic aprons: Percentage distribution of replies to the question, "What do you think of plastic aprons in comparison with cotton or rayon aprons?"

Replies	Women who have used plastic aprons	
	Percent [1]	
Favorable to plastic:		34
Good laundering qualities		19
Good resistance to water		9
Good appearance and style		3
Like plastic		2
Serviceable, durable		2
Inexpensive		2
Practical, suitable		1
Miscellaneous		1
Unfavorable to Plastic:		83
Poor wearing qualities, durability		39
Crack and tear easily	24	
Get stiff and hard	13	
Don't wear well	12	
Feel clammy, sticky		27
Melt near heat		17
Inflammable		15
Don't absorb grease or water		11
Poor laundering qualities		6
Prefer cotton		4
Poor appearance and style		3
Soil easily		2
Dislike, unspecified		2
Wrinkle easily		1
Not practical, suitable		1
Unpleasant odor		1
Miscellaneous		5
Number of cases	582	

1/ Percentages (left column) may total to more than their subtotals (right column) and these total to more than 100 because some respondents mentioned more than 1 characteristic.

With the exception of check-box material, free-answer space, and background characteristic questions, the questionnaire is reproduced below.

National Analysts, Inc.
Philadelphia, Pa.
Contract with:
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Agricultural Marketing Service
Market Development Branch
Market Surveys Section

May, 1954

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Expiration Date: 7-31-54

STUDY OF WOMEN'S TEXTILE PREFERENCES IN CLOTHING

Face Sheet

Interviewer _____

City or
County _____ State _____

Address _____ Apt. No. _____

Segment No. _____ Household No. _____

Time interview began: ____A.M. ____P.M.
Time interview ended: ____A.M. ____P.M.

1. Is there a female homemaker in this household?
2. Are there any other females 18-65 years of age living in this household?

IF YES

3. How many?

4. On what line of Table A, page 35, is this respondent listed?
5. How many calls did you make on this respondent?

Questionnaire

Suggested Introduction: My name is _____. I represent National Analysts, a private research organization with headquarters in Philadelphia, Pennsylvania. I am working on a survey of women's fiber preferences in clothing which is being conducted for the United States Department of Agriculture. We are interested in finding out what women like yourself like and dislike about different fibers in clothing.

Record time just before asking Q. 1 ____A.M. ____P.M.

Housedresses

1. Do you use readymade housedresses--that is, dresses that you wear especially for working around the house?

IF YES

2. What are the most important things you look for in buying a housedress?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 2

3. In buying a housedress, would you rather have one made of cotton, or one made of rayon or acetate, or some other material, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

4. Why would you rather have that?

5. Is there anything about readymade cotton housedresses that you don't like?

IF YES

6. What is it?

7. Have you ever had a readymade rayon or acetate housedress?

IF YES

8. What did you think of it?

9. Have you ever had a readymade housedress of some other material besides cotton, rayon, or acetate?

IF YES

10. What was it?

11. What did you think of it?

IF DOES NOT USE READYMADE HOUSEDRESSES

12. How does it happen you don't use dresses of this sort?

IF MAKES OWN

13. Do you prefer cotton or rayon or acetate or some other material for housedresses or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

14. Why would you rather have that?

Summer Street Dresses

15. Now we'd like to talk about the better type of dresses that are worn in the summer time. Do you ever use readymade dresses of this type?

IF YES

16. What are the most important things you look for in buying a (street) dress to wear in the summer time?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 16

17. When you buy a street dress for summer wear do you try to get one made of cotton or one made of rayon or acetate, or some other material or a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

18. Why do you feel that way?

19. Which do you think are sold in better styles -- the cotton summer (street) dresses or the ones made of rayon or acetate?

20. Comparing rayon or acetate print dresses with cotton print dresses, which do you think have the better designs in the prints?

IF DOES NOT USE READYMADE SUMMER STREET DRESSES

21. How does it happen you don't use this type of dress?

IF MAKES OWN SUMMER STREET DRESSES

22. Why do you make your own?

23. Do you prefer cotton or rayon or acetate, or some other material, or a mixture or doesn't it make any difference?

IF HAS A FIBER PREFERENCE

24. Why would you rather have that?

One-piece Winter Street Dresses

25. Next I'd like to talk about the better type of dresses that are worn in the winter time. Do you use readymade one-piece dresses of this type?

IF YES

26. What do you think are the most important things to look for in buying a one-piece winter (street) dress?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 26

27. When you buy a one-piece (street) dress for winter wear do you try to get one made of wool, rayon, acetate or cotton or some other material, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

28. Why would you rather have that?

29. Which do you think are sold in better styles -- woolen one-piece winter street dresses, or the ones made of rayon or acetate?

30. In the last year or so have you bought any dark cotton dresses for fall or spring or even winter wear?

IF YES

31. How did you happen to buy this kind of dress?

32. What did you think of it?

IF DOES NOT USE READYMADE ONE-PIECE WINTER STREET DRESSES

33. How does it happen you don't use this type of dress?

IF MAKES HER OWN

34. Do you prefer wool, rayon or acetate, cotton, some other material, a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

35. Why would you rather have that?

In-between Season Dresses

36. Now we'd like to talk about the better types of dresses that are worn between seasons. The kind of dress you might buy to wear in the spring or in the fall when the weather is rather changeable and neither real hot nor real cold. Do you use readymade one-piece dresses of this type?

IF YES

37. What are the most important things you look for in buying an in-between season dress?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 37

38. In buying a readymade in-between season dress, would you rather have it made of wool, cotton, rayon, acetate, some other material, a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

39. Why would you rather have that?

IF DOES NOT USE READYMADE IN-BETWEEN SEASON DRESSES

40. How does it happen that you don't use this type of dress?

IF MAKES HER OWN

41. For in-between season dresses you make yourself, do you prefer material made of wool, cotton, rayon or acetate, some other material, a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

42. Why would you rather have that?

Summer Skirts

43. I would like to talk with you some now about summer skirts -- not 2-piece dresses but just skirts that are bought separately for summer wear. Do you use readymade skirts of this type?

IF YES

44. What are the most important things you look for in buying a skirt to wear in the summer time?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 44

45. In buying a summer skirt would you rather have one made of cotton, rayon, acetate, or some other material or a mixture or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

46. Why would you rather have that?

IF DOES NOT USE READYMADE SUMMER SKIRTS

47. How does it happen that you don't use this type skirt?

IF MAKES HER OWN

48. For summer skirts do you prefer cloth made of cotton, or rayon or acetate, or some other material, or a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

49. Why would you rather have that?

Winter Skirts

50. The next topic is winter skirts. Not two-piece dresses -- but skirts that are bought separately. Do you use readymade winter skirts?

IF YES

51. What are the most important things you look for in buying a skirt to wear in the winter time?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 51

52. In buying a winter skirt, would you rather have one made of wool, cotton, rayon, acetate, some other material, or a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

53. Why would you rather have that?

IF DOES NOT USE READYMADE WINTER SKIRTS

54. How does it happen you don't use this type skirt?

IF MAKES OWN

55. For winter skirts, do you prefer wool, cotton, rayon, or acetate, or some other material, or a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

56. Why would you rather have that?

Summer Slips

57. Do you buy readymade summer slips?

IF NO

58. Is this because you use year-round readymade slips?

IF YES TO EITHER Q's. 57 OR 58

59. What are the most important things you look for in buying a (summer) slip?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 59

60. In buying a (summer) slip, would you rather have one made of cotton, rayon, acetate, or some some material or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

61. Why would you rather have that?

Short-sleeved Blouses

62. Do you use readymade short-sleeved blouses?

IF YES

63. What are the most important things you look for in buying a short-sleeved blouse?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 63

64. In buying a short-sleeved blouse, would you rather have one made of cotton, or one made of rayon or acetate, or some other material, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

65. Why would you rather have that?

66. You have just said you preferred (fiber mentioned in Q. 64) for short-sleeved blouses. Is this preference for warm weather, cool weather, or year-round wear?

IF FOR WARM WEATHER WEAR

67. What material would you prefer for cool weather wear?

IF FOR COOL WEATHER WEAR

68. What material would you prefer for warm weather wear?

IF USES READYMADE SHORT-SLEEVED BLOUSES

69. Which do you think are sold in better styles -- readymade cotton short-sleeved blouses or readymade rayon or acetate short-sleeved blouses?

IF DOES NOT USE READYMADE SHORT-SLEEVED BLOUSES

70. How does it happen you don't wear this type of blouse?

Sleeveless Blouses

71. Do you use readymade sleeveless blouses -- the kind without any sleeves at all?

IF YES

72. What are the most important things you look for in buying a readymade sleeveless blouse?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 72

73. In buying a sleeveless blouse, would you rather get one made of cotton, or rayon or acetate, or some other material, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

74. Why would you rather have that?

IF HAS A FIBER PREFERENCE IN Q. 73

75. You have just said you preferred (fiber mentioned in Q. 72 or 73) for sleeveless blouses. Is this preference for warm weather, cool weather, or year-round wear?

IF FOR WARM WEATHER WEAR

76. What material would you prefer for cool weather wear?

IF FOR COOL WEATHER WEAR

77. What material would you prefer for warm weather wear?

IF USES READYMADE SLEEVELESS BLOUSES

78. Which do you think are sold in better styles -- readymade cotton sleeveless blouses, or readymade rayon or acetate sleeveless blouses?

IF DOES NOT USE READYMADE SLEEVELESS BLOUSES

79. Why is that?

Long-sleeved Blouses

80. Do you use readymade long-sleeved blouses -- the kind where the sleeves come down below the elbow or to the wrist?

IF YES

81. What are the most important things you look for in buying a readymade long-sleeved blouse?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 81

82. In buying a long-sleeved blouse, would you rather get one made of cotton or rayon or acetate, or some other material or doesn't it make any difference?

IF HAS A FIBER PREFERENCE

83. Why would you rather have that?

84. You have just said you preferred (fiber mentioned in Q. 81 or 82) for long-sleeved blouses. Is this preference for warm weather, cool weather, or year-round wear?

IF FOR WARM WEATHER WEAR

85. What material would you prefer for cool weather wear?

IF FOR COOL WEATHER WEAR

86. What material would you prefer for warm weather wear?

IF USES READYMADE LONG-SLEEVED BLOUSES

87. Which do you think are sold in better styles -- readymade cotton long-sleeved blouses or rayon or acetate long-sleeved blouses?

IF DOES NOT USE READYMADE LONG-SLEEVED BLOUSES

88. Why is that?

Shorts

89. Now I'd like to talk about sport shorts -- the kind that may be different lengths, but they stop at the knee or above the knee. Do you ever use readymade shorts of this type?

IF YES

90. What are the most important things you look for in buying shorts?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 90

91. In buying shorts, would you rather have ones made of cotton, rayon or acetate, or some other material, or a mixture, or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

92. Why would you rather have that?

93. Is there anything about readymade cotton shorts that you don't like?

IF YES

94. What is it?

IF DOES NOT USE READYMADE SHORTS

95. How does it happen you don't wear this type of shorts?

IF MAKES HER OWN

96. For shorts you make, would you rather have cotton, rayon or acetate, some other material or a mixture, or doesn't it make any difference?

IF HAS A FIBER PREFERENCE

97. Why would you rather have that?

Summer Slacks

98. Now we'd like to talk about slacks worn in the summer. We want to include all different kinds of summer slacks, the ones that come just below the knees and the regular long ones, including things like blue jeans and dungarees. Do you ever use readymade summer slacks?

IF YES

99. What are the most important things you look for in buying summer slacks?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 99

100. In buying summer slacks, would you rather have ones made of cotton, rayon or acetate, some other material, a mixture, or doesn't it make any difference?

IF HAS A FIBER PREFERENCE

101. Why would you rather have that?

102. Is there anything about readymade cotton summer slacks that you don't like?

IF YES

103. What is it?

IF DOES NOT USE READYMADE SLACKS

104. How does it happen you don't buy summer slacks?

IF MAKES HER OWN

105. For summer slacks, do you prefer cotton, rayon or acetate, some other material, a mixture or doesn't it make any difference?

IF HAS A FIBER PREFERENCE

106. Why would you rather have that?

We've been talking so far about several articles of women's clothing. Now I'd like to ask you especially about cotton and rayon or acetate in the kinds of garments we've just been discussing.

107. What are the things you like about cotton material in readymade clothing -- what are its good points?

108. What are the things you don't like about cotton material -- what are its bad points?

109. What are the things you like about rayon material in readymade clothing -- what are its good points?

110. What are the things you don't like about rayon -- what are its bad points?

110a. What are the things you like about acetate material in readymade clothing -- what are its good points?

110b. What are the things you don't like about acetate -- what are its bad points?

Now I'd like to get your general attitudes toward some of the other man-made fibers that are being used in different articles of clothing. What are the things you like about _____; what are its good points?

111. Nylon?

112. Dacron?

113. Orlon?

What are the things you don't like about _____; what are its bad points?

114. Nylon?

115. Dacron?

116. Orlon?

COTTON AND RAYON OR ACETATE COMPARISON

There are a few questions I would now like to ask you about cotton as compared with rayon or acetate materials in women's clothing.

117. Which do you think is easier to wash and iron -- cotton or rayon or acetate or is there any difference?

118. Which seems to you to look nicer after it has been washed -- cotton, rayon or acetate, or is there any difference?

119. Which do you think feels better next to the skin -- cotton, or rayon or acetate, or is there any difference?

120. Which do you think wears longer -- cotton, or rayon or acetate, or is there any difference?

121. Which do you think is cooler for summer wear -- cotton, or rayon or acetate, or is there any difference?

122. Which material is more likely to fray or pull at the seams -- cotton, or rayon or acetate, or is there any difference?

123. Which do you think is more likely to wrinkle -- cotton or rayon or acetate, or is there any difference?

Anklets

124. Do you wear anklets?

IF YES

125. What are the most important things you look for in buying anklets?

IF FIBER PREFERENCE NOT SPECIFIED IN ANSER TO Q. 125

126. In buying anklets, would you rather have them made of cotton, or rayon or acetate, or wool, or some other material, or a mixture or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

127. Why would you rather have that?

Raincoats

128. What kind of coat do you wear in rainy weather in the spring and fall?

IF HAS A SPECIAL COAT FOR RAINY WEATHER CONTINUE; OTHERWISE SKIP TO Q. 133

129. What are the most important things you look for in buying this kind of coat (raincoat)?

130. What kind of material do you like this type of coat to be made of?

IF FIBER NOT SPECIFIED IN ANSWER TO Q. 130

131. In buying a coat (raincoat) of this type would you rather have one made of rayon or acetate, or one made of cotton, or some other material or doesn't it make any difference to you?

IF HAS A FIBER PREFERENCE

132. Why would you rather have that?

Aprons

133. Do you wear aprons for work around the house?

IF YES

134. Do you buy them readymade?

IF YES

135. What are the most important things you look for when you buy an apron?

136. Have you ever used a rayon apron?

IF YES

137. What do you think of rayon aprons in comparison with cotton aprons or plastic aprons?

138. Have you ever used a plastic apron?

IF YES

139. What do you think of plastic aprons in comparison with cotton or rayon aprons?

IF USES READYMADE APRONS

140. In buying an apron would you rather have one made of cotton, one made of rayon or acetate, or one made of plastic materials -- or doesn't it make any difference to you?

IF DOES NOT WEAR READYMADE APRONS AND MAKES OWN

141. What do you make them of?

Inventory

I would now like to get some idea of your purchases of different items of clothing during the past few years, that is, purchases you've made since 1950.

142. In the last few years, have you bought a _____? (ASK FOR EACH ITEM: House dresses, summer street dresses, 1-piece winter street dresses, in-between dresses, summer skirts, winter skirts, summer slips, short-sleeved blouses, sleeveless blouses, long-sleeved blouses, anklets, shorts, summer slacks, raincoats, aprons.)

FOR EACH ITEM THAT HAS BEEN PURCHASED

143. Have you bought one of _____? (ASK FOR EACH FIBER: All cotton, all rayon, all acetate, all wool, all nylon, all dacron, all orlon, other and/or mixtures--specify.)

FOR EACH FIBER BOUGHT

144. Have you one that you've worn in the last (this) season?

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